

OCT 21 1927

CHILDREN'S BOOK-WEEK NUMBER

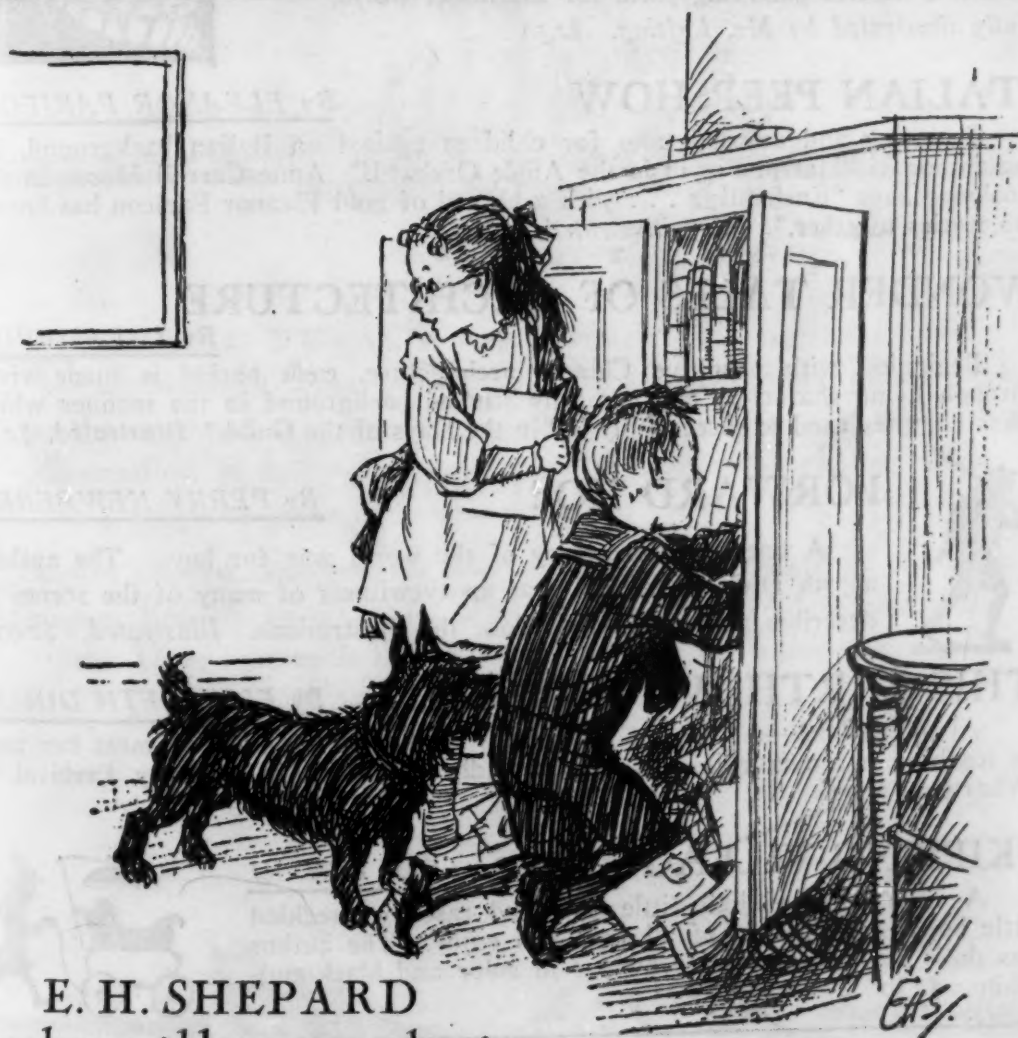
THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXII

NEW YORK, OCTOBER 15, 1927

No. 16



E. H. SHEPARD
has illustrated, in
his incomparable style,
Hugh Walpole's JEREMY

\$3.00

**DORAN
BOOKS**

**Book
Week**
Nov. 13-19

Notable New Stokes Books For Young People

**Book
Week**
Nov. 13-19

ADVENTURES IN READING

By **MAY LAMBERTON BECKER**

Author of "The Reader's Guide," *Saturday Review of Literature*

Here, at last, is a book addressed directly to boys and girls about their own reading. "Really the juvenile literary adventure of the year. . . . One of the most stimulating productions of its kind that has appeared in many a moon."—*Providence Journal*. \$2.00

DOCTOR DOLITTLE'S GARDEN

By **HUGH LOFTING**

Jollier than ever, in both text and illustrations, is this new book by the author of "The Story of Dr. Dolittle." The beloved little doctor to the animals finds his garden a natural gathering place for the insect world. Fully illustrated by Mr. Lofting. \$2.50



ITALIAN PEEPSHOW

By **ELEANOR FARJEON**

Charming and unusual tales for children against an Italian background, by the author of "Martin Pippin in the Apple Orchard." Anne Carroll Moore in the *Bookman* says "Enchanting . . . with a thread of gold Eleanor Farjeon has bound the stories together." Fully illustrated. \$2.50

WONDER TALES OF ARCHITECTURE

By **L. LAMPREY**

Beginning with primitive Chinese architecture, each period is made vivid through living characters and carefully studied background in the manner which Miss Lamprey used so successfully in "In the Days of the Guild." Illustrated. \$2.50



FORWARD HO!

By **PERRY NEWBERRY**

A fine adventure story of the world war for boys. The author, a 77th Division veteran, was an eyewitness of many of the scenes he describes and has himself done the illustrations. Illustrated. \$2.00

THIS EARTH WE LIVE ON

By **ELIZABETH DUVAL**

A unique book—a "Picture Geography" made by a mother to meet her need to teaching her own child. It is beautifully illustrated in color by Percival C. Wharton. \$3.00

SKIPPING VILLAGE

By **LOIS LENSKI**

A village full of jolly little girls and rascally, freckled little boys that children of all ages will enjoy. The author has done lively, humorous drawings in color and black-and-white. \$2.50



443 4th Avenue

FREDERICK A. STOKES COMPANY

New York

We heartily recommend the promotion material of the National Association of Book Publishers as an aid to the bookseller in increasing his business.



John Silver

EDMUND DULAC'S new book is this superb edition of Stevenson's *Treasure Island*, which immediately places itself as the outstanding juvenile publication of the year. With twelve illustrations in full color, endpapers, and many black and whites, it is a gorgeous piece of bookmaking.

Upon request, booksellers may obtain gratis a copy of the large paper, limited edition of "The Golden Years of Childhood," the Doran juvenile catalogue de luxe for the current year.

TREASURE ISLAND

Large Octavo, \$5.00

**DORAN
BOOKS**



A New Oz Book Is An Event In All Bookland



SALES of Oz Books are reckoned by millions. The new title, twentieth of the series, is *The Gnome King of Oz*. It is elaborately illustrated in color by John R. Neill; it is uniform with the earlier titles; and wide demand for it is assured. Net \$1.60.

TEEPEE TALES,

By El Comancho

Rich and striking in appearance, of unusual format, this collection of animal and nature stories will attract attention. Illustrated by Charles Livingston Bull and the author. Net \$1.50

A Few Rei-Lee Dollar Juveniles

ALICE AND THE TEENIE WEENIES,

By William Donahey

Splendid adventures of a clan beloved of all childhood. Illustrated in color.

SKEEZIX AND PAL,

By Frank King

Over 250,000 copies of the famous Skeezix books have been sold. Illustrated in color.

THE CURIOUS CRUISE OF CAPTAIN SANTA,

By Ruth Plumly Thompson

A new kind of Santa Claus story. Illustrated. Format similar to the Skeezix Books.

FUN IN THE KITCHEN.

A charming book of simple recipes for little girls who like to cook. The book has a washable cover.

SEA DOGS,

By Covington Clarke

This boys' writer is becoming increasingly popular. The thrilling new tale will delight boy readers.

FORBIDDEN CARGOES,

By Roy J. Snell

A swift story of the Caribbean, newest of the "Mystery Stories for Boys" series.

THE THIRTEENTH RING,

By Roy J. Snell

This author is popular among girls, too. The story sets forth an enjoyable mystery.

WHISPERING ISLES,

By Roy J. Snell

The jungles of British Honduras give the setting for the newest "Radio-Phone Boys" book.

Chicago

REILLY & LEE

New York

Entertaining and Worth While Children's Books



A BOOK OF PRINCESS STORIES

Edited by Kathleen Adams and Frances Atchinson

A collection of stories about Princesses of every description, chosen from the most successful stories in a famous children's hour cycle. Some are funny, some are sad, but they all fill that crying need for romance in all of us. Illustrated. \$2.50

THE CARTER CHILDREN IN FRANCE

By Constance Johnson

The adventures of four American children in France, journeying from place to place, seeing all the famous sights and above all playing with French children. Illustrated. \$2.00

The Young Folk's Book of Fishes

By Ida M. Mellen

A book that tells, in simple language, of the marvels of the world of fishes. A fascinating subject for children of all ages. Many illustrations. \$2.00

PIP

By Leslie Crump

Pip, a yellow pup, has the most startling and amusing trip over the U. S. A., visiting cowboys, Indians, Washington, New York. Many illustrations in color. \$1.50

THE INTERNATIONAL CLASSICS

New Titles for 1927

WESTWARD HO!
Charles Kingsley
ARABIAN NIGHTS
Illustrated. \$2.00 each

TOD HALE AT CAMP

By

Ralph Henry Barbour

The adventures and democratic life of a summer camp for boys forms the background of the latest of Mr. Barbour's stories. The solving of a mystery constitutes the climax of the story. Illustrated. \$1.75

JOHN MARTIN'S BIG BOOK NUMBER ELEVEN

By John Martin

A treasure volume containing a thousand hours of joy, for the whole family. The "Big Book" is assembled from the best "John Martin Book" pages from 1913 to 1925. Illustrated. \$2.50

The Boys' Book of Airmen

By Irving Crump

The latest addition to the author's well-known groups of books in which adventure is combined with vocational interest. Altogether the most thrilling and one of the most attractive. Illustrated. \$2.00

THE YEAR'S BEST STORIES for BOYS 1927

Edited by Ralph Henry Barbour

Humor, adventure, stories of the city, anecdotes of the frontier, yarns of the sea—all stories that will appeal to the boy, from ten to sixteen years of age. \$1.75

THE LITTLE WILFUL PRINCESS

By David Cory

The story of a very gay and lively little princess, whose adventures will appeal especially to young ladies between eight and twelve years old. Many illustrations. \$1.50



DODD, MEAD & COMPANY, 449 Fourth Ave., New York; 215 Victoria St., Toronto

DODD MEAD DODD MEAD

New Children's Books



THE PIONEER TWINS

Lucy Fitch Perkins

Jim and Josie Miller follow the Forty-Niners westward. The covered wagons, the long slow march of the caravans, the Indians, friendly and hostile, the campfires, the prairies, form a fascinating setting for the latest Twin book. Illus. \$1.75

The Giant Sorcerer

WILLIAM
WHITMAN 3rd

A wonder story for children of to-day, told with the color and charm of old favorites. Illus. \$2.00

THE HEPZIBAH HEN BOOK

Olwen Bowen

The extraordinarily human adventures of Hepzibah Hen, Gertie Grunter, Kathleen Cow, Dorcas Donkey, and the giddy Chirabel Chicken, who bobbed her feathers, will delight every child of from five to ten. Illus. \$2.00

Friends in Strange Garments

ANNA M.
UPJOHN

Sixteen charming stories of child life in foreign lands by a former Red Cross worker. Illus. \$1.75

RIVERSIDE Captain Blood

RAFAEL
SABATINI

Illustrated in full color by Clyde O. Deland.

The Talisman

SIR WALTER
SCOTT

Illustrated in full color by Thieme.



BOOKSHELF Pinocchio

C. COLLODI

Illustrated by Bacharach. Translated by May M. Sweet.

The Log of a Cowboy

ANDY ADAMS

Illustrated by Elwell. Each \$2.00

A Truly Little Girl

NORA A. SMITH

The fanciful story of a little girl in Maine, her family, her friends and her pets. Illus. \$1.75

Diana's Rose Bush

ELIZA ORNE WHITE

All little girls of from five to twelve will enjoy the wholesome true-to-life adventures of little Diana Carter in her visit to the mountains. Illus. \$1.75

The Popover Family

ETHEL PHILLIPS

In a Little Red Doll House up in Aunt Amelia's attic lived the Popover family. Mr. Popover was a clothespin. Mrs. Popover was a little china doll. Illus. \$1.75



THE ANIMAL ALPHABET

Harrison Cady

Mr. Cady's famous animal pictures have long stood in a class by themselves for humor, whimsicality and accuracy. Here is an alphabet parade of elephants, tigers, monkeys, and other jungle dwellers set to the tune of jolly verse. Illus. in color. \$2.00

Houghton Mifflin Company

THE RANCH ON THE BEAVER

Andy Adams

The rodeo, the mustang hunt, the life of the trail, and all the thrilling dangers of ranch life are dealt with by a real cowman. Mr. Adams has continued the adventures of the Wells Brothers, the young Cattle Kings. Illus. \$2.00



"SEWING SUSIE"

Elsie Singmaster

The author of "Katy Gaumer" has written another delightful story of real, flesh and blood adventure concerning two young Unionists who fought for their cause with a battered old sewing machine in an attic in Gettysburg. Illus. \$1.50

John Holmes at Annapolis

VINCENT H.
GODFREY, Lt.
Com. U. S. N.

A true picture of life at the naval academy, told by a naval officer who spent four years there himself. Illus. \$1.75

The Boy Knight of Reims

ELOISE
LOWNESBERY

The story of Jean d'Orbais, a little French boy, who helped in the building of Reims Cathedral. Illus. in color and black and white. \$2.50



The Boy Knight

Fighting Merchantmen

Commander R. B.
BODILLY

An account of the voyages of Richard Hakluyt, one of the great English sea rovers, put into powerful modern English. *With Maps.* \$4.00

Cities and Their Stories

E. and R. POWER

Simply phrased and carefully presented stories of the great cities of Europe that will interest a great many children more than fiction. Illus. \$1.75

Red Crow's Brother

JAMES WILLARD
SCHULTZ

A continuation of the adventures of Hugh Monroe, the famous frontiersman who first appeared in "Rising Wolf." Illus. \$1.75

The Adventures of William Tucker

GEORGE GILLHAM

Every one who likes "Huckleberry Finn" will enjoy these boyhood adventures on the Mississippi. Illus. \$1.75

CHILDREN OF THE MOOR

Laura Fitinghoff

Leaving their homes during a winter of hunger, a band of children wander southward, finding thrilling adventures, hard experiences, and finally friends and homes. Translation by Clara Whitehill Hunt. Illus. \$2.50



New Crowell Books for Children



A TREASURY OF TALES FOR LITTLE FOLKS

By Marjory Bruce (Editor)

Profusely illustrated\$3.00
A choice collection of old favorites and new, such as children love. An inexhaustible supply of bed-time stories.

THE LITTLEST ONE—HIS BOOK

By Marion St. John Webb

170 illustrations by A. H. Watson\$2.00
A fascinating book with verses about butterflies, fairies, and other things, and with every page delightfully illustrated.

ALL ABOUT ANIMALS

By Lilian Gask

200 illustrations, 8vo\$3.00
A delightful story book by this popular writer on animals.

BRAVE DOGS

By Lilian Gask

160 pages, 6 line drawings and 4 colored illustrations, 8vo\$1.50
A series of true stories about dogs which show their loyalty and intelligence as the companion and friend of man.

HEIDI, Constance Whittemore Edition

By Johanna Spyri

448 pages, 12 illustrations in full color ..\$2.50
An unusually pleasing edition of this classic of childhood.

CORNELLI

By Johanna Spyri

7 illustrations in color by D. S. Cowes ..\$1.50
The story of a poor little rich girl whose mother is dead and whose busy father turns her over to the care of a distant relative who doesn't understand her.

THE BOOK OF FAMOUS QUEENS

By Lydia Hoyt Farmer

410 pages, 8vo. 16 illustrations\$2.50
Richly illustrated and handsomely printed, this interesting book would make a fine present to any girl in her 'teens.

BLACKBEARD'S TREASURE

By T. E. Oertel

Illustrated by Mabel Pugh\$2.00
A tale of piracy on the high seas, based closely upon the actual exploits of the noted buccaneer, Captain Teach.

THE BOY'S BOOK OF EXPERIMENTS

By A. Frederick Collins

328 pages, profusely illustrated, 8vo ...\$2.00
Shows how to do many things in chemistry, physics, electricity, radio, etc., and largely by home-made equipment.

THE BOY'S BUSY BOOK

By Chelsea Fraser

400 pages, profusely illustrated, 8vo ...\$2.50
Tells how to make things with the knife, and other simple tools. Full diagrams.

SUPPOSE WE DO SOMETHING ELSE

By Imogen Clark

320 pages, 8vo\$2.00
A fine companion book to the author's popular "Suppose We Play." Here young folks are shown things of a more useful sort such as how to make cakes and candies, etc.

DAYS BEFORE HISTORY

By H. R. Hall

160 pages, illustrated, 12mo\$1.25
Tells in a graphic manner of life among the Cave-dwellers and other prehistoric races.

GOOSE TOWNE TALES

By Alice Lawton

72 illustrations by Wynna Wright\$2.00
Here we have a detailed account for the little folks of just how the Mother Goose rhymes happened to be written. We meet all the famous actors and Father Goose too.




THOMAS Y. CROWELL COMPANY


393 Fourth Avenue


New York


from THE INNER SANCTUM of SIMON AND SCHUSTER


Publishers • • 37 West 57th Street • • New York


 There are a number of excellent Predictors in the book business. Among them is MR. CHARLES K. JACKSON of Burrows Brothers, and it is about him that *The Inner Sanctum* wishes to devote its opening fanfare this week:

 1. Shortly after *The Story of Philosophy* was published MR. JACKSON predicted a sale of 90,000 copies by Christmas 1926. (The total was within 10%.)

 2. Shortly after *Trader Horn* was published, MR. JACKSON sent *The Inner Sanctum* an order for 500 copies with the prediction that it would go as well this year as *The Story of Philosophy* did last. (In last week's *Inner Sanctum* we showed how it has gone about 10% better already.)

 3. MR. JACKSON (In December 1926) predicted that *The Story of Philosophy* would go over 75,000 more copies in 1927. (It has already gone 67,000 since the first of the year, and at the present rate looks as though it should go 85,000 or 90,000.)

 4. In a letter dated October 6th MR. JACKSON predicts a "Home Run" for Durant's new book, *Transition*.

 And on *Transition*, we think MR. JACKSON is right once more. At this writing we have had just a few reviews. BUT READ THEM!

"Has Will Durant, after writing the most virile history of philosophy that has been produced in our period, now also written the most vital autobiography? It seems so, to one reviewer at least. Lightly, deftly, as if it were the easiest thing in the world to do. Mr. Durant through his own story has sketched the spiritual life of his generation. *Transition* is to be enjoyed, then pondered, then enjoyed again."


—ERNEST SUTHERLAND BATES in
The Saturday Review of Literature.


"*Transition* is a thrilling story—in many ways a heroic one. Mr. Durant tells it with an élan which is contagious. I picked it up with groans on a night when I was sick in bed with a headache, sore throat and 102 degrees fever, and finished it with shouts before the bed-lamp was extinguished."


—JOHN HAYNES HOLMES in
The New York Herald Tribune.


"It is just as well to say in the beginning that *Transition* is one of the frankest, most intelligent and most gripping autobiography that American literature has produced. Written before the publication of the astonishingly successful *Story of Philosophy*, this mental autobiography is far and away a finer achievement and a more enduring work."

—BROOKS COTTLE in
The New Dominion.

 This column is written before most of these reviews have appeared. The editors of the papers very kindly send us galley proofs of especially favorable reviews, and for this reason we can be better prepared for reprints than otherwise. At the moment we are out of stock, but the printers have told us that new stock would be ready October 18.


 Meanwhile, the advance sale was 9,000 copies, and the reorders for the first week over 1,000 copies . . . without any reviews! Well, it will be interesting to see whether MR. JACKSON's prediction is again right!

 Last week *The Inner Sanctum* threatened to discuss *Cross Word Puzzle Books* at greater length. This is what was on our mind: shall we publish Series 9 this November, or hold it over until 1928?

 One hundred letters were sent to booksellers calling for a vote and comments. Making a composite verdict it seems to be:

Publish Series 9 in January, and then two additional *Cross Word Puzzle Books* in 1928.


—Which, in all events is what will be done.

 The feeling in general seems to be that three *Cross Word Puzzle Books* a year is not too many, if they are brought out at the proper intervals. So, instead of (as in former years) a book in April, and one in the fall, 1928 will see:

Series 9 in January

Series 10 in May

Series 11 in October.

 As reported last week, Series 8 is selling between 500 and 1,000 copies each week. The *Cross Word Puzzle* fans of the country are keen enough still on this Rage of 1924, to call for and buy between 50,000 and 60,000 \$1.35 *Cross Word Puzzle Books* each year. Some staying power for a "fad"! —Essandess

PRINCE WILLIAM OF SWEDEN**HAS WRITTEN A NEW BOOK OF
SHORT STORIES CALLED****ROARING
BONES****EXOTIC TALES OF
LOVE AND ADVEN-
TURE MAINLY OF
THE AFRICAN
CONGO.****\$2.50****THE
ONLY
PRINCE
OF ROYAL
BLOOD TO
TOUR THE
UNITED STATES
WILL LECTURE***during October, November
and December, in Salt Lake
City, Spokane, Seattle, Portland,
San Francisco, Sacramento, Los
Angeles, Fresno, Oakland, San Diego,
Oklahoma City, Dallas, Houston, Gal-
veston, New Orleans, Atlanta.***BOOKSELLERS!****HERE IS WONDERFUL
PUBLICITY FOR THIS DUTTON BOOK**



Just A Few Facts

WHEN WE WERE VERY YOUNG sold approximately 250,000 copies, WINNIE-THE-POOH 170,000. NOW WE ARE SIX is another book of verse with the same grown-up appeal as WHEN WE WERE VERY YOUNG. The critics were startled on receiving the 18th edition of ZELDA MARSH before publication date. They'll be more surprised to receive the 33rd edition of NOW WE ARE SIX. Not only are the advance orders for the book the largest on record, but also the advance orders for imprinted postcards and window displays.

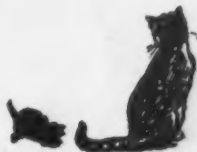


Now We Are Six

By A. A. MILNE

Illustrated by E. H. Shepard

\$2.00



Boxed with WHEN WE WERE VERY YOUNG and WINNIE-THE-POOH. \$6.00

Any two boxed. \$4.00

The charm of the book cannot be conveyed by means of advertising.



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New York





BEST SELLERS

This is the finest list of Children's Books we have ever had to offer the trade.



NOW WE ARE SIX

By A. A. Milne

Illustrated by E. H. Shepard
As charming and appealing as
"When We Were Very Young."

\$2.00

GAY-NECK

By Dhan Gopal Mukerji

Illustrated by
Boris Artzybasheff

\$2.25

ALISON BLAIR

By Gertrude Cromfield

\$2.00

A MERRY-GO- ROUND OF MODERN TALES

By Caroline D. Emerson

\$2.00

RED TOP RANCH

By Minna C. Smith

\$1.75

MRS. LEICESTER'S SCHOOL

By Charles and Mary Lamb

Illustrated in Color

\$3.00

PEDRO OF THE BLACK DEATH

By C. M. Bennet

\$2.00

LOOKING OUT OF JIMMIE

By Helen Hartness Flanders

Decorations by Willie Pogany

\$2.00

THE MAGIC PAWNSHOP

By Rachel Field

Illustrated by

Elizabeth MacKinsty

\$2.00

THE WIND THAT WOULDN'T BLOW

By Arthur Chrisman

Illustrated by

Else Hasselriiz

Author of "Shen of the Sea,"
which won last year's John New-
bery medal.

\$2.50

FOR THE GLORY OF FRANCE

By Everett McNeil

Illustrated by A. O. Scott

\$2.00

SARAH'S DAKIN

By Mabel L. Robinson

\$2.00

THE ALLENS AND AUNT HANNAH

By Clara D. Pierson

\$2.00

THE A B C OF ARCHITECTURE

By Matlock Price

Illustrated

\$2.50

PETERSHAM'S HILL

By Grace Tabor Hallock

\$2.00

THE SOMERSAULT- ING RABBIT

By Marion Bullard

\$2.00

HIGH DAYS AND HOLIDAYS

By Florence Adams and

Elizabeth McCarrick

\$2.00

ONCE UPON A TIME IN DELA- WARE

By Katharine Pyle

\$1.50

E. P. Dutton & Co.

New York





WITH justifiable pride LITTLE, BROWN & COMPANY offers the public its new books for boys and girls. ¶ Not one of the books from Little, Brown & Company is "just another juvenile." Each adds something fresh and worth while to children's literature. Each meets a definite need. Each has qualities to commend it to the intelligent adult buyer and the normal boy and girl reader. ¶ First among this year's books there is the prize-winning story, *THE TRADE WIND*, by Cornelia Meigs. A prize of \$2,000 was offered for the story best fitted to stand beside the copyrighted favorites in *The Beacon Hill Bookshelf*. Four hundred authors competed; Miss Meigs won. Her story is a stirring one of a Yankee lad in the days just preceding the Revolution. The lad goes to sea to avenge his father's memory and serve his country—and he achieves both with distinction. ¶ Besides "The Trade Wind" three new titles appear in *The Beacon Hill Bookshelf*, *EIGHT COUSINS*, *ROSE IN BLOOM*, and *WHAT KATY DID AT SCHOOL*. ¶ There are five other stories this year. For the younger children there are *LONGLEGS THE HERON* by Thornton W. Burgess, and a charming new edition of *JOLLY GOOD TIMES* by Mary P. Wells Smith. The older girls and boys will enjoy *HIDDEN ISLAND*, an adventure-mystery tale about real boys, by Anworth Rutherford; *THE REAL REWARD* by Christine Whiting Parmenter, who writes well of brothers, sisters and a mystery; and * *THE LAND OF PROMISE* by Margaret Lynn, in which a pioneer girl of Kansas proves herself a heroine. ¶ Young people of foreign countries make delightful book playmates. It is a pleasure to introduce to American children *THE YOUNG FOLK'S BOOK OF OTHER LANDS* by Dorothy Margaret Stuart, one of *The Romance of Knowledge Series*; *SATURDAY'S CHILDREN* by Helen Coale Crew, with its merry Tonia, Marda, Peter Dempsey and others; and *CHILDREN OF ANCIENT GAUL* by L. Lamprey, in which certain children of the past live again. ¶ Man has always needed heroes to inspire him. If he could not find them, he created them. *THE YOUNG FOLK'S BOOK OF EPIC HEROES* by Amy Cruse, tells the story of such great characters as Odysseus, Sigurd, Robert Bruce. South American wonder workers appear in the tales of folklore collected in *THE MAGIC TOOTH* by Elsie Spicer Eells. And heroic men and women of the present move in *HEROES OF MODERN ADVENTURE* by T. C. Bridges and H. Hessel Tiltman. ¶ Imagination cannot surpass the romance and beauty of reality. This truth is evident in * *THE GATEWAY TO AMERICAN HISTORY*, a rare pictorial record by Randolph G. Adams, and in * *OLD TESTAMENT STORIES* by Eulalie Osgood Grover, in which eighty-eight Bible stories form a continued narrative. ¶ All these books are priced at \$2.00, except "Longlegs the Heron," \$1.75; "Children of Ancient Gaul," \$1.75; * "Old Testament Stories," \$2.50; * "The Gateway to American History," \$3.00. (* Indicates "An Atlantic Monthly Press Publication.")



For book display — a suggestion:

In displays of good bookmaking, include such distinguished books of former years as these: Colum: *The Forge in the Forest* with Artzybasheff decorations; Wilfred Jones's edition of the *Epic of Kings* from Firdusi; Margery Bianco's *The Little Wooden Doll*, with Pamela Bianco's pictures; the Italian *Pinocchio* with English text, printed in Florence; the Petersham's edition of *Lamb's Tales* from Shakespeare; the Goble editions of *Water Babies* and *Green Willow*; *Knee-High to a Grasshopper* by Anne and Dillwyn Parrish; *Eliza and the Elves* by Field and MacKinsty; and *A Mid-Century Child and Her Books*, by Carolyn M. Hewins. These are from the Children's Book Department,—

The Macmillan Company

New York
Chicago

Boston
Dallas

Atlanta
San Francisco





Book Week—a suggestion:

The parents who are building up a child's individual library, will be grateful to you for the list in the new Macmillan catalog of Books for Boys and Girls. Here they will find standard titles grouped in a wide range of subjects, with suggested ages for first reading. They will discover that such grouping, as they glance over the list, suggests many kinds of books and fields of interest for their children which they may have neglected. Beside this pile of catalogs, keep *The Three Owls*, in book form, by Anne Carroll Moore. It contains advice on children's reading, in the shape of delightful essays, fully illustrated. Both of these items published by the Children's Book Department,—

The Macmillan Company

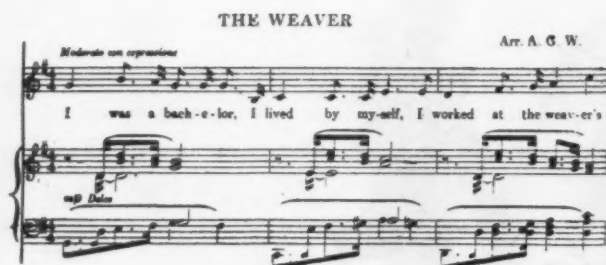
New York
Chicago

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Dallas

Atlanta
San Francisco



The Big Event of the Year



Carl Sandburg's New Book

No book of this immense range has ever been presented before. Compiled by Carl Sandburg and his friends from all regions of the country, over a period of years, it marshals the genius of thousands of original singing Americans.

The American Songbag

At least 100 of these songs have never before been published. The music includes not merely airs and melodies, but complete harmonizations or piano accompaniments.

Illustrated

Ready early in November. Probable price, \$7.50

HARCOURT, BRACE AND COMPANY



**New and Old
Favorites**

A Sailor of Napoleon.
By John Lesterman. \$2.00

**The Adventures of a
Trafalgar Lad.** By
John Lesterman. \$2.00

**The Big Row at Ran-
ger's.** By Kent Carr. \$1.75

**All Baba and Other
Plays for Young People
or Puppets.** By Helen
Haiman Joseph. \$1.50

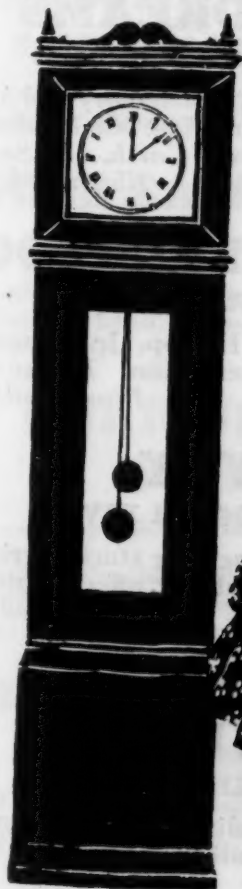
The Island Mail. By
Clarice N. Detzer. \$1.50

**The Jester's Purse and
Other Plays.** Edited by
Elinor Whitney. \$1.50

Yesterday and Today.
Edited by Louis Unter-
meyer. \$2.50

Rootabaga Stories.
Rootabaga Pigeons. By
Carl Sandburg. Each, \$2.00

**Horses, Now and Long
Ago.** By Lucy Sprague
Mitchell. \$3.00



*From
"Magpie
Lane"*

THE STORY OF NAUGHTY KILDEEN

By
MARIE, Queen of Roumania

A delightful story, handsomely
illustrated, which is winning
favor all over the country. \$2.50

RAQUEL OF THE RANCH COUNTRY

By
Alida Sims Malkus

Adults as well as young people
are finding this a thrilling and
absorbing story.

Illustrated, \$2.00

MAGPIE LANE

By
Nancy Byrd Turner

Poems and silhouettes with a
fresh and lovely imaginative
quality. Illustrated by Decie
Merwin. \$1.60

HARCOURT, BRACE & COMPANY

FALL —

NEW CENTURY BOOKS



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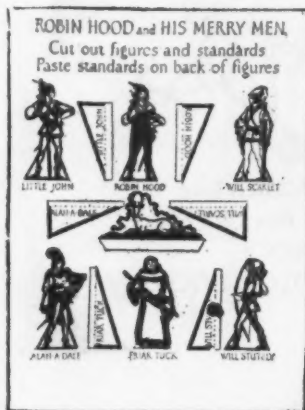
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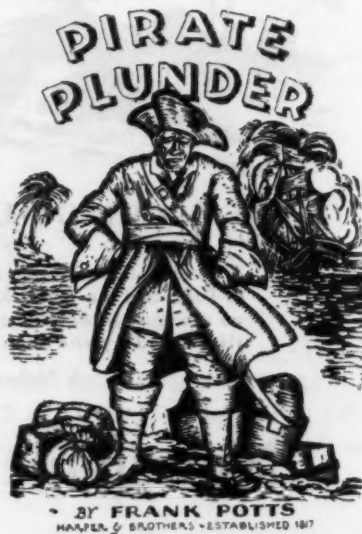
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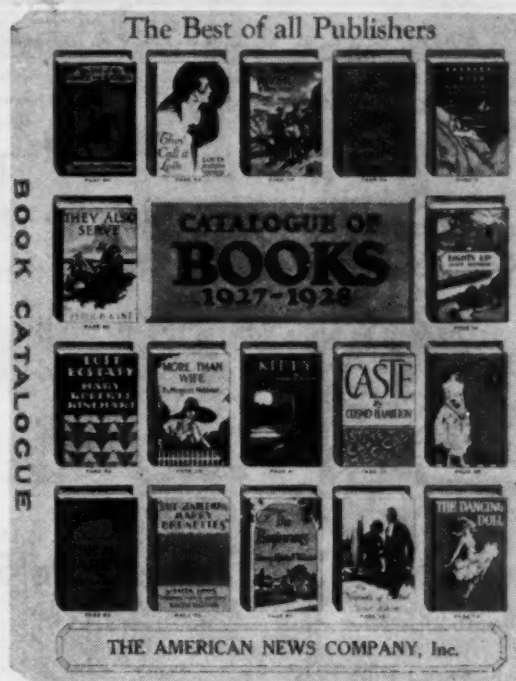
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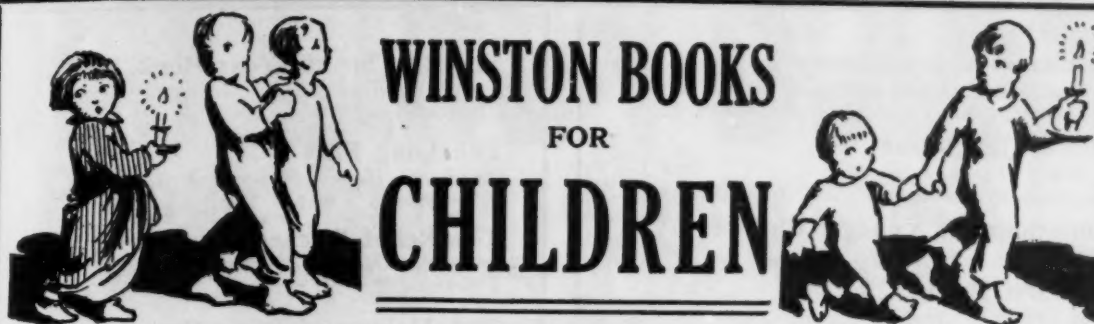
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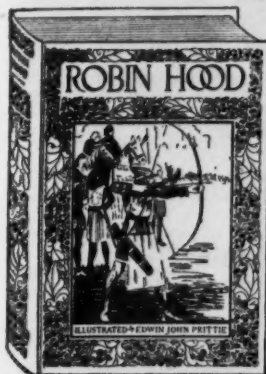
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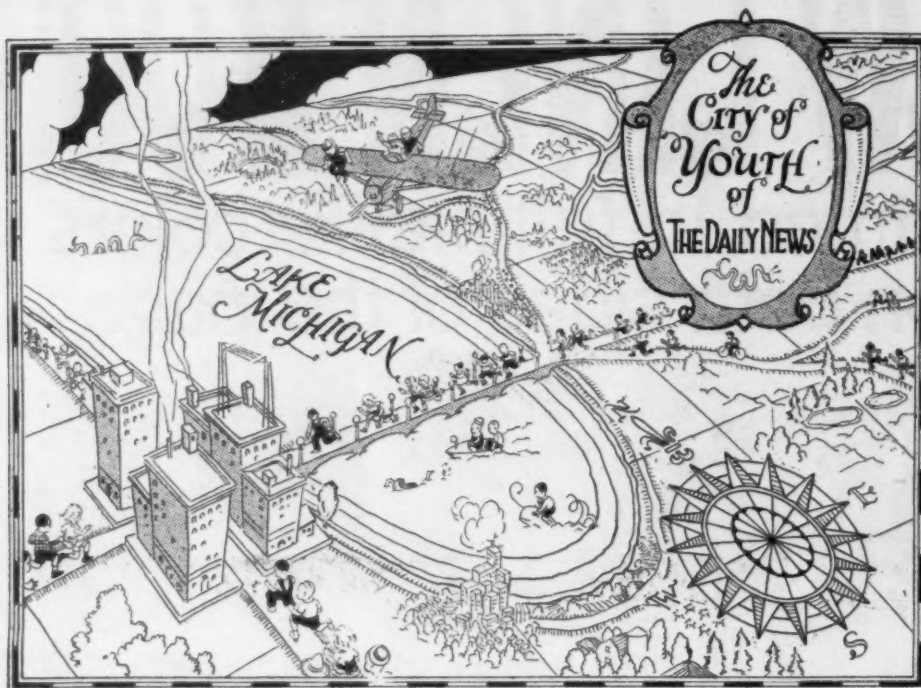
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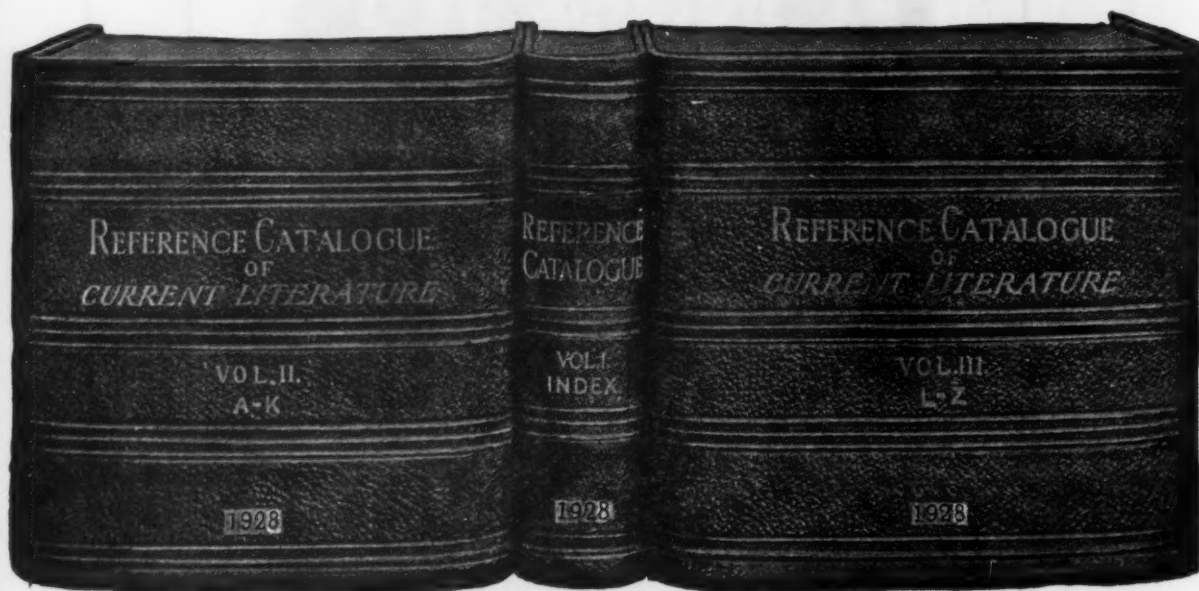
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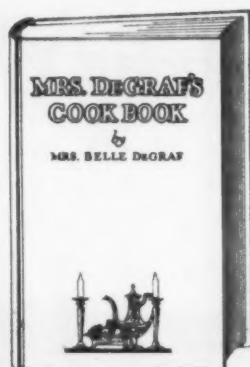
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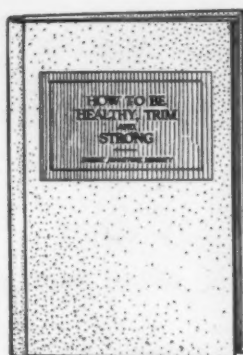
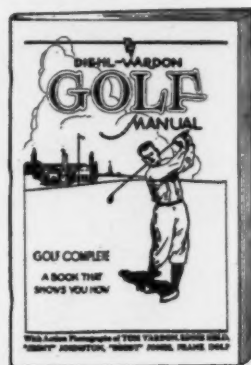
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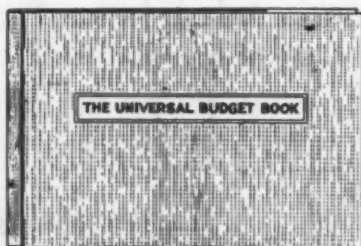
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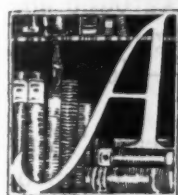
NEW YORK, OCTOBER 15, 1927

Red-Blooded Programs for Girls and Boys Based Upon Books



Rowe Wright

Editor-in-Chief, Camp Fire Girls



ALWAYS CONSTANTLY increasing number of girls and boys are joining organizations like the Camp Fire Girls, Girl Scouts and Boy Scouts, which means that today, approximately a million of the youth of America between the ages of eleven and eighteen years, are living their lives according to a program which provides activity for their leisure time.

One has only to talk to a Camp Fire Girl or a Boy Scout for a minute or two to find that what these girls and boys are interested in is camping and hiking, sports and the making of things with their hands, and the doing of some of the actual work and planning of work in their homes. So vitally interesting are all these activities, and so varied, that they are cheating the movies of some of their patronage and,—you may want to add,—the publishers of much of their profit from book sales. I shall proceed to prove to you that this last is not true.

The most optimistic of those of us who are working with girls or boys, will not say that a Camp Fire Girl, Girl Scout, or Boy Scout never goes to the movies or does not like to go to the movies. Of course, the majority of them go and like to go to see the motion pictures, but they go not so

often as do the girls and boys who have no other interests to fill all the time they find on their hands. But the book interest does not work the same way. It is not the girls and boys who are not members of any organization who are the readers of books. As a rule, movie fans among young people do not read books any more than the grown-up movie fans do. And strange as it may seem, Camp Fire Girls, Girl Scouts, and Boy Scouts, are readers of books and their leaders are readers of books, not because they are model girls and boys or that the adults who are their leaders are model, but because the carrying out of their program, the interests that their various activities arouse and keep nourished, lead them to books.

I have before me on my desk, some of the books of the season. Using only these before me, I believe I can show anyone interested in the distribution and reading of books, how the program of the Camp Fire Girls grows out of books and leads back to them.

Here is a book "Playing with Clay"—a Macmillan book by Ida M. Wheeler. Where does that fit in?

If you look in the Book of the Camp Fire Girls, you will find that their activities are classified under seven divisions called crafts, and one of these crafts is

Hand Craft. And pottery making is Hand Craft. This particular book is planned for children younger than the average Camp Fire Girl. Yet it is a book that I should immediately urge our leaders to purchase and expose their girls to.



For instance, I can imagine planning a meeting or two, based on this little book. We should begin by a trip to the museum to look at some Greek vases. We would talk about the design, the stories on the designs told us, we would draw rough copies of the outlines and the form; we would note the colors, the glazes. Then we would go home and begin to collect the materials we needed to make a vase or a pot. We should find in this book by Ida M. Wheeler, pictures of Greek vases very like those we saw at the museum, and we would read all that she says in her book about the making of Greek vases. Or perhaps our interest in Greek vases and pottery making began on another evening, when we were reading poetry around the fire. Some girl read "The Ode to a Grecian Urn" as her favorite, and then before we knew it, we went from Greek myths into the making of pottery, and the Wheeler book gave us the details and the courage to try for ourselves.

Here are two other books which will lead us again into Camp Fire and Craft.

"Your Work Shop," another Macmillan book by Edna Plimpton, and "Box Furniture" by Louise Brigham (*Century*), offer the ground work for many fascinating hours for the working out of one of our pet projects, the decorating of a girl's room. Our experiments have taught us that there are very few girls from simple families or well-to-do-families, who are not stirred to real enthusiasm by the thought of fixing up a room or a corner of a room for themselves. Immediately the many by-paths of such a project present themselves: the painting, the hangings, the rugs, the furniture. The girls investigate; they observe; they look at pictures; they read. And as they do all these things, they plan, and they build and paint and weave and sew. Our volunteer leaders would find "Box Furniture" a gold mine of help and sug-

gestions for their girls who are "room fixing."

Here are two other books,—neither of them of any value to any hand craft projects. One is Helen Ferris's "Girls Who Did,"—an excellent piece of work by the way,—and "Young People of History" by Elbridge S. Brooks (*Putnam's*).

Again I see unlimited possibilities for activities in these books. I have hundreds of demands from leaders for things the older girl can do. (By "older girl" we, who work with adolescents, mean the girl 13, 14, 15, or 16 years old.) She no longer is a little girl; she is planning, and rather seriously, her future, and she is longing to be grown-up. By dramatics, you can interest her, and you can put before her ideas and ideals from which to make her choices. And so I—or any leader whose job is to stay in the background and suggest and steer and give a gentle shove to right or left occasionally—bless such books as these just mentioned.

This is what we do. We leave "Girls Who Did" around a bit. The group of Camp Fire Girls is bored; the girls don't know just what to do. Some one suggests giving a show. But what show? And then, someone says why not act out the stories of different girls "who did." They could have a series of them and invite other girls in to see the performance. Then there is a dash for my copy; more copies are ordered;—there are bickerings and maneuverings in order that each girl is satisfied with the woman she is to impersonate,—but the interest is great,—the books are read and re-read and thoroly digested, and these girls have for the first time seen that there are a host of things girls and women can do for a profession.

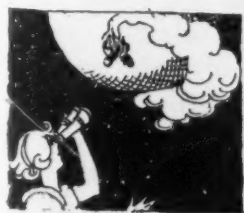
Or it is a patriotic festival they want. They are tired of the old cherry tree, John Alden, and studying by fire-light themes for patriotic plays. They decide (steered here by their leaders or by hints in their Camp Fire publications) that International Understanding is Patriotism. Why not then, act out scenes from the lives of girls of different nations? Each girl can be a different heroine of history. And here we

are back to the book on my desk, "Young People in History."

You can see how simple it is, this planning of wholesome, red-blooded activities for girls, with only a few books to turn to. You see how limitless are the possibilities, how few the chances are for dullness and drabness of work and play when activities lead back to books, and special books to more books.

I have here three books of another type. They were sent to us for review because we publish a juvenile magazine, *Everygirl's*. I can see some people who think of the Camp Fire Girls only as sitting around a camp fire, singing or toasting marshmallows or carrying baskets to the poor on Thanksgiving, wondering how these books can help any of their leaders plan a program. Such persons do not know that Camp Fire Girls have fun, enjoy parties and amusing times, just as any girls and boys do. So do the Boy Scouts and Girl Scouts. And planning a party or the entertainment for your family at Thanksgiving or Christmas, is part of the fun of and one of the activities of such organizations.

Just now, as I look at these books: "The Boy Showman and Entertainer" by A. Rose (*Dutton*); "Planning Your Party" by Emily Rose Burt (*Harper's*); and "The New Book of Magic," by Prof. Paradise (*Doubleday*), I wish they had come in earlier. They are just what we needed when we were planning our Thanksgiving Party Hints. Trying to take the "Bore" out of family holiday dinner parties isn't easy. But such books tell us how to do it. Imagine a group of girls sitting around planning a program with which to entertain their families after a heavy Thanksgiving dinner. You can guess how many ideas and suggestions have to be discarded because every girl's family party is made up of old and young, strong and weak, straight-laced and liberal. How girls engaged in such an occupation would pounce upon such books as those I have just mentioned!



It is hardly necessary to go thru the list of things. There are here, books that fit into the sports part of the program. "Swimming Simplified," by

Sheffield (A. S. Barnes, N. Y.) looks

ponderous, but there is not a leader of girls who have been working summer and winter to pass their



swimming tests and to win their Flying Fish and Dolphin Swimming Honors, who would not be delighted to know of the book. There are hundreds of girls who would study it like a textbook and quote it like the Bible.

There is a book on bows and arrows by Duff (*Macmillan*). Archery is a favorite sport of many in our camps, but bows and arrows are expensive. Here is something to do on rainy Saturdays or long winter evenings after the preparation of history or English lessons has made the sight of another book unbearable. Down into the basement goes the Camp Fire Girl with the book on the making of bows and arrows, and tries fashioning her own equipment.

Here is a book of Indian Legends, "Animal Stories the Indians Told," by Johnson (*Knopf*), and Finger's "Tales Worth Telling" (*Century*). How am I going to fit them into my program?

There is a great part of every Camp Fire program that comes under her slogan "Give Service." For many types of service, books will not help her. But one of the things she does for other people which she likes best, is looking after her small brothers and sisters or the neighbor's children. Often girls earn their expenses by having nurseries or play hours on Saturdays so that busy mothers can have a day off. These things mean entertaining the children, and one of the ways of doing so is by story telling. And most young girls have to go to books for their tales to tell children.

And there is poetry. That, too, is a part of the Camp Fire Girls' program. You have only to look at *Everygirl's Magazine* and the Young Pegasus Department in it to see how girls love to write poetry and how large numbers of them write very creditable verse. And every one of the hundreds of contributors to Young Pegasus during the past few years, is eager to read the verse written by her contemporaries. Those girls know their Hilda Conkling, their Nathalia Crane; they have their

volumes of modern verse, their copies of "Creative Youth," by *Hughes Mearns* (*Doubleday*). Camp Fire Girls know other poetry, too,—their Council Fire meetings, their evenings around the fire in camp are filled with poetry. There is a game called Magic Ring that was started by the Camp Fire Girls in Seattle. One girl in the circle starts a poem, and the next girl finishes it and so on. There is a modest anthology of poems, called "The Magic Ring" edited by Ruth Brown of Seattle, which represents the favorite poems of these Seattle Camp Fire Girls. There is a chance for another anthology of young people's verse,—a collection of the best of these Young Pegasus poems. There are thousands of girls all over the country waiting to read it.

And finally, I want to say something about fiction. There is a place, too, for the right kind of fiction in this program, so much so that we publish a magazine, not only to give the girls suggestions for games, sports, and projects, not only to tell them about where to go for other ideas, but to give them stories to read which will give them wider vistas and new horizons.

One cannot afford, if one is editor of the magazine of the Camp Fire Girls, to pay Zona Gales, Rosamond Lehmans, or Clemence Danes to write stories for girls. Yet it is people of such ability that should be writing their stories. But we can reprint chapters from real books which are of interest to girls, chapters which will set standards of taste in reading and at the same time interest girls in going further

into the books quoted from or to other books of their kind, and this is what we are doing.

And so we have printed "Ellen Goes a-Lookin'" from "The Time of Man" (*Everygirl's*, Oct. 1927), and "The Doll's House" by Katherine Mansfield, (*Everygirl's*, Nov. 1927), and from time to time we shall print other things of that same quality, for we know that there are hundreds of girls who will read such bits of literature, and even tho they find in such stories no thrilling adventures or deeds of great heroism, they will pronounce them good and know that they themselves have been brushed by beauty.

And so we who are working for such organizations as Camp Fire Girls, Boy Scouts, and Girl Scouts, believe that the lives of girls and boys should be filled with purposeful activities, but we believe also that these activities should begin to build a respect and a love of good books. And such books as I have mentioned in these pages, books that lead girls and boys on to discovering new powers in themselves and new interests in impersonal things, will win even from young people the respect they deserve. They are quick to honor where honor is due.

And we who are working with Camp Fire Girls believe that it is not enough to develop sound minds and bodies, for it is our belief that a sound mind and body avail very little to a woman or a man if with them, she or he does not have a love of beauty and the ability to find enjoyment in books.





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J. H. Read

THAT children today are purchasing their own books as never before, and that this rapidly developing phase of the business offers unlimited opportunities to the manager of the children's book department is the opinion of Mrs. M. M. Hamilton, manager of the big children's book department of Miller's Book Store, Atlanta, Ga.

"This," says Mrs. Hamilton, "is pre-eminently the age of the child in business. You find boys of five and six selecting their own clothing and paying for it, too. Children select the motion pictures they want to see, and the parents take them there, if they go with them at all. On every side, the child, with a new-found independence, is making its own selections and doing its own purchasing.

"It is, therefore, not surprising to find

children doing more and more of their own purchasing in the bookstore. We have found a constantly growing tendency along this line. Children select the books they want to read, and the parents buy them. More often than not the parents do not come to the store at all. The children come in, select their books, purchase them and take them home all by themselves. The presence of parents seems neither to be requested nor needed.

"Yet the development of this new situation offers unlimited opportunities to the department manager who is on to her job.

"In the first place, it presents, or should present, a new vision for the seller of children's books. In the second place, it puts upon her a heavier responsibility, and in the third place it offers a wider range of usefulness. Let us see how.

"It has been said that no business can exist without a vision that extends beyond the mere making of money. Nowhere is this more true than in the sale of children's books. When we sell a book we are not thinking entirely of the fifty cent or dollar sale that we may make. We are thinking of what that particular book will do for that particular child. The first is selling. The second is the vision that should be with the department manager and remain with her always. You are not just selling books—you are training a young, eager and groping mind. Whether that mind will develop beyond the funny paper and society column stage rests with you. Whether that man or woman will be content with a few trashy novels or will have a library of worth-while books depends upon the training you give it.

"For taste is not developed by what is already in the mind of the boy or girl. What you put into it determines what that taste will be. Time after time we have trained the reading of a boy or girl away from cheap and trashy books into channels of real literature. It has been done gradually, to be sure. It has been done by a suggestion here and a mention there, so that the motive might not even be suspected. But it has been done—and it can be done by any bookseller who catches this vision of service and sets out to capture it.

"That is the first essential in the new order of things—a vision of the children's book department beyond the mere selling of books—a vision that sees in every book sold a step in the right direction for the child to whom it is sold.

"The second essential is realization of heavier responsibility. Back in the old days, the responsibility for what the children read rested with their parents. The bookseller had only to sell what the parents wanted to buy and her responsibility ended. If Johnny developed a taste for dime novels behind the barn, it was none of her funeral. It was the fault of Johnny's father and mother, who should have provided him with worth-while books to read. But now the parents have turned over the job to the bookstore—and it is the manager's responsibility first to see that the boys and girls get all the books they need to read, and second, that those books are the right sort.

"It means hard work for the department manager. Just to illustrate, I never put in a book without reading it first and seeing that it is the sort of a book I want to carry. That alone involves a tremendous amount of work. Then comes the task of selecting, out of all the books and book reviews that I have read, the books which I think will take well with the boys and girls. For you can't select a book children ought to read and make them read it. You have to select a book that children will want to read and that has the right sort of stuff in it. That makes the task doubly hard. Again, I try to arrange my books progressively, step by step, so that the child of five or six can be led to an appreciation of and develop a taste for real literature, and that, perhaps, takes the most time and thought of all.

"Fortunately there never was a time when more or better books for children were on the market. Such books as 'The Treasure Hunt,' by Edna Warren Mason; 'Pedro of the Black Death,' by Bennett; 'The Relief Pitcher' and 'Heading North,' by Barbour; 'A Flag Kept Flying,' by Doris Pocock; 'Once in France,' by Marguerite Clément; 'Jungle Beasts and Men,' 'Kan the Elephant' and 'Hari, the Jungle Lad,' by Dhan Gopal Mukerji are worth their weight in gold to the harassed department manager. Here are books which have everything the old dime-novels possessed—and something much more important, real literary merit.

"Yet the responsibility that rests upon the manager is a heavy one and her task is a hard one, if it is to lead to real success. Parents might do a pretty poor piece of work in selecting literature for their children and still get away with it. But the children's bookseller cannot do it.

"Her professional pride, for one thing, will not let her!

"And the third thing that this change means for the department manager is greater opportunities. Did you ever stop to think why the average man or woman of today cannot get beyond the financial news and the society page? Because we, as booksellers, did not have an opportunity to train them as children ten, fifteen and twenty years ago!

"Children did not come to us for books. Beyond a few volumes of Horatio Alger,

we would have had nothing to give them if they had come. Children's book departments were given scarcely a thought. As a result, children did not get worthwhile books—did not develop a taste for books—and when they grew up did not read books. It accounts for the decline of the home library during the past generation and for the failure of the present generation to show an interest in them.

"Now our opportunity has come to train the child, if we will only take it and make the most out of it. What will it mean? In the first place, it will mean increased business now. But that is only a small part of it. The big thing for us to remember is that we are building business for the future! The child who buys a book from you today will always be your customer, if your store warrants his confidence. The boy who buys a book or two from you each year will, in future years, buy many books from you. For you will have built up again a love for books and restored the library to its place in the American home.

"It is something far bigger than present sales—something much more far-reaching than the dollars and cents made in profits.

For it is insurance that your bookstore will not only continue to sell books in the future but sell more and more of them as the years go by.

"To the child, proper training in books means more enjoyment out of life. To society, it means a greater usefulness, as all history teaches that the useful man is the well-read man. To the bookstore proper handling of the children's department means more sales now and still more sales in the future. While to the trade in general it means the accomplishment of that ultimate object for which all bookstores are striving—a library in every home and every man and woman an appreciative reader.

"Any way one looks at it, the children's department manager finds herself on the threshold of great things. She has only to get the vision—and the task is half accomplished."

Is it too visionary? Perhaps. But at least Mrs. Hamilton has given the bookseller something to think about in this little discussion. And with such a vision of responsibility and service, Miller's Children's Bookland one predicts will go far towards building up the book business in the South.



Selling Books for Children

Practical Hints Gathered From Specialists in This Field

Holland Hudson

THERE will be written some day a better story than this one, entitled "Selling Books *To* Children," but, at this writing, most books *for* children must be sold *to* adults. Therefore, today's story isn't merely a study of what children like, but a digest of methods for getting adults to buy books and more books for children to read. After discussing the subject at length with a number of experienced booksellers, the conclusion most in evidence is that the difficulties in mar-

keting children's books lie far less with the ultimate reader than with the immediate purchaser. Further support is thus added to the well-supported generalization that adults are usually more difficult than children.

To the active mind, however, in book-selling as in other occupations, difficulties stimulate the invention of new and better means for getting results in spite of them. Individual methods for utilizing the personal approach to prospects have been

worked out a dozen ways by a dozen booksellers. I shall quote just enough along this line to show how specialists in books for children develop this technique. The temptation to utilize all the interesting methods which were described must be suppressed to allow space for what was imparted to me on the subject of keeping a children's book department on a profit basis.

We began by interviewing Marian Cutter, proprietor of *The New York Children's Bookshop*, because her experiences as a specialist in selling books for children, laid end to end, probably exceed all personal records for this community. The interviewing was made easier by the fact that Miss Cutter's previous training and experience as a children's librarian enabled her to look upon her own enterprise from the angle of bookseller accustomed to selling to adults for adult reading, especially since a number of them have consulted her from time to time.

Selling books for children, she reports, is primarily selling to parents, relatives and friends. Many children visit *The Children's Bookshop*; but it is their elders who make it a going concern. The outstanding requirements for selling children's books, Miss Cutter has found, are an intimate, first-hand knowledge of the books themselves, and a much greater degree of selling service than is usually necessary with books for grown-ups.

"Hand a customer a book for adults," she said, "and you have as a part of your sales psychology the announcements of the publishers, the reputation of the author, reviews, and the advertising matter on the jacket. Hand her a children's book, and it is very likely to be laid down again in vague bewilderment, unless you supply an arresting fact about the book from your own knowledge of it. Even in selling standard titles, a word about the type, the illustrations, or the edition is needed to awaken a specific consideration for that book,—for the adult's interest is most often primarily in the child rather than in any particular book."

Customers for children's books, Miss Cutter continued, are divisible first of all into those who know the child intimately and those who know him but slightly. Mothers and fathers are willing sources of

information, aunts and uncles usually informative, and grandparents so voluble they are likely to take the rest of the morning unless tactfully interrupted.

"The questions to ask customers who know the children very little are perhaps less obvious" she thought. "The child's age is a safe opening for either group. The question whether the child reads much or little is helpful, if the customer knows. The answer may be supplemented by some information about the child's family, his play and schooling. The place of residence is frequently helpful, since a wider choice of titles is possible for regions where a limited selection of books is available locally."

"There is a reasonable limit to the number of questions we may expect a customer to answer, for he has called to buy a book, not to endure a cross-examination. Tactfully employed, however, such questions help to build an appreciation of the personal service involved as well as to improve the effectiveness of that service. The answers to these questions bring out some of the most human and interesting part of bookselling. They point up, too, some of the apparent gaps in publishing. Of many boys we are told, with an air of triumph, that they are mechanical, that they are interested in taking things apart and putting them together again. There are too few good titles available to serve the taste thus indicated, books exploiting the romance of the mechanical wonders around us."

"Another line in which there is no overabundance of first class material is in books for children who have not yet begun to read for themselves, and who are as much enthralled by the sound as by the sense of what they hear. Some publishers who might give us admirable material of this kind leave this business in less skillful hands, preferring, apparently, texts which seem more sensible to adult readers. But little ones adore such books, and their parents come back for more. There aren't enough more to select from. I believe this is a real market, for these children are at the age when parents, relatives, and friends buy for them much and often,—when nothing is too good for them because of their tremendous appeal to adult sentiment. Books for older children are sold in



Interior of Harper's Boys' and Girls' Bookshop

response to an articulate demand on the part of readers whose tastes have begun to form, who ask for books. Books for little ones sell to a ready adult market which will repay more study by both publishers and booksellers."

"And how," we asked, "do you build repeat business?"

"First," answered Miss Cutter, "by giving a degree of personal service which a customer will mention to her friends. Second, by asking for names and addresses, not only of our customers, but of their friends, and of the children for whom the books are purchased. Suggestions about new books or new editions are mailed to these addresses frequently enough to stimulate remembrance. A small shop can seldom afford much display advertising. Even window display, we find, is an inconsiderable factor compared with a mailing list built carefully day by day over a period of years, and used with discretion."

Mrs. Pauline Langley, manager of *Harper's Boys' and Girls' Bookshop*, granted an interview somewhat hesitantly because, while she was occupied with chil-

dren's books as librarian and bookseller for some years before she put the Drama Bookshop on the map, the Harper shop has been open only since May of this year. The interviewer persisted because it is apparent that this shop, on the fifth floor of an office building, has built up a considerable business, starting from scratch, in the summer season. How, we asked was this accomplished?

A mailing list, we learned, was the chief avenue of approach, altho a series of newspaper advertisements and some bus posters were also used. Large ready-made mailing lists were rejected in favor of a smaller, hand-picked selection of names. Geographically, a wide territory was included.

"I don't know whether bookstores in other cities are usually prepared to serve their immediate territory to the saturation point along general lines," Mrs. Langley said, "but my experience indicates that in special fields like this one very few of them are making full use of the possible market. Personally, I should like to see each bookstore serving its own community entire. But, in the interval, people who live in

remote suburbs and environs comprise a substantial part of our mail order business."

The announcement of the shop's opening started the ball rolling. Many came to see and remained to buy. This was followed up by carefully prepared mailings announcing new titles and acquisitions. The fruits of this careful preparation have been an unusually high return in orders, inquiries, calls, and a continuous return from a number of them months after their mailing. Cards for recording the age and birthday dates of children have proved a conspicuously successful feature. This follow-up list is used to send each child a birthday greeting. The lists enclosed with these greetings have resulted in substantial orders. Mrs. Langley plans to anticipate these greetings by an appropriate interval with suggestions to the adoring parents or relatives.

So far, brief suggestions and listings have been used. A more comprehensive list is in preparation—not a catalog, Mrs. Langley insists—but ambitious enough to justify a nominal price per copy. Its main divisions resemble those of many juvenile book lists:—"The Earliest Years," "The Middle Years" and "Books for Older Boys and Girls." But the subdivisions of the first section deserve attention. They are:

- (a) Before You Learn to Read
- (b) When You Read a Little
- (c) When Mother Reads to You
- (d) When You Do Things

Parents and relatives of small children are frequently confused, this bookseller reports, by the inclusion in a single age-group listing of books in large and in small types, of long and short stories, of picture and play books. Sometimes one type is as unsuitable for a certain youngster as another type is desirable. The children themselves also manifest very definite preferences in this particular. Parenthetically, Mrs. Langley commented on the very small number of current books available for the early age groups wherein the pictures tell the story with a modicum of text. Some parents, she ventures, may want more of the author for their money. But some small children, she observes, turn more readily to books of illustration lightly burdened with reading matter.

Every successful bookseller has a philosophy of bookselling, articulate or inchoate. Selling children's books, Mrs. Langley thinks, is somewhat like editing a publication. Fervent missionary zeal may perform an educational service, particularly when the missionary has the type of personality which attracts an individual following. Selling books to a great many people, however, is like editing a publication of wide circulation in that one must meet the desires of many persons, shaping those desires gradually by the inclusion of better material. Two customers in ten, perhaps, place themselves entirely at the discretion of the bookseller at the first call. Of the rest, many have prejudices and preconceptions which may be satisfied from the many titles now available without prejudice to any child's future reading. A satisfied customer comes back to buy more and better books.

"And now," as Graham McNamee says, we come to a portion of the tale which, like many true stories, contains incredible elements. Seeking to obtain some hints on the sale of children's books in department stores we invaded one of the best known institutions in the country. The name of *Publishers' Weekly* proved an open sesame to a generous interview. But even this did not remove the injunction that the source of our information must remain anonymous. Somewhere in that store, no doubt, there dwells a publicity man who has found a way to keep fast hold of the credit for every line printed in which that firm and its works are mentioned. But fancy a department store withholding its name from the printed page!

In this great, anonymous store, "juveniles" constitute a sufficiently important part of the sales volume of books to have the year-round nucleus of a special staff, headed by a specialist in the subject. Apparently this is because this specialist has given much thought to the problem of developing an all-year turnover. The holidays mean, automatically, an increase in space, in staff, and advertising space. But the buying habits of parents have been studied, in order to sell them at other times, as well. A record is kept, not only of charge customers who buy books for children, but of cash customers who have books sent. At frequent intervals, pub-



lishers' circulars, with the store imprint, are mailed to this special list.

Tables of new children's books have an accessible and well-lighted location in the book department thruout the year. The sales volume is not entirely made up, however, of new or higher priced books. Inexpensive editions of standard titles have proved a highly popular line. At the Easter holidays, at the end of the school term, and coincident with sales of other articles for children, tables are set up in other parts of the store with a well-arranged stock of popular priced children's books, new and old. The bargain basement has proved an especially effective source of revenue, and from customers who seldom visit the book department itself. Nor, parenthetically, is this a store where book prices are cut below a normal profit level. Few mothers, declares the department head, know how many attractive books for children can be had for half a dollar, or a dollar, or a dollar and a half, or even two dollars, until you show them—and at a time when their purse strings are loosened for shopping. Many women who seldom buy books will buy them at these prices from these tables.

The timing of these displays is an essential element in their success. The department head watches what youngsters are doing. Is the school term opening? Time, then, for dictionaries, text and reference books. Are the high school courses in full swing? Then feature a variety of the editions of the titles prescribed by English teachers for home reading, at prices from fifty cents to five dollars. Is the circus

in town? Then give prominence to books about dogs and horses for the little ones, and animal stories for boys and girls who do their own reading. Football season is a time for athletic stories; so is the season when baseball training opens. Younger boys and girls don't participate in these sports, but they are often infected by the current interests of others about them. As the school term nears its close, parents can be interested in graduation presents and promotion presents. Just *before* vacation gets well under way is the time to push summer reading for the younger generation. In short, book displays are planned with a news value.

In this store new books are acquired and sold with appropriate enthusiasm, but each new employee is also taught the sales possibilities of standard titles. A typical illustration is the suggestion made to the doting aunt whose clever little nephew has read "everything—simply everything." He owned, it was true, a number of the newer titles. Questioning soon disclosed that of Stevenson, he had only "Treasure Island," of Kipling, the "Just-So Stories," and of Andrew Lang, Frank Stockton, Defoe, Swift, Carroll, Hawthorne or Dickens, never a volume. Many customers respond, "Why, of course! Why didn't I think of that?" Apparently they will,—with the right kind of assistance from the bookseller.

In the days when Manhattan's popular shopping area was below Thirty-fourth Street, a great open fireplace warmed the children's book room of E. P. Dutton & Company's retail store. The room was gay and uncrowded, a place to create a

holiday mood on a bleak February day, memorably charming and hospitable. I followed this memory along the path of New York's new business drift, northward on Fifth Avenue, to the present svelte quarters of the Dutton store. I found no open fireplace and I found the children's books on a balcony. A booklet in my pocket, "Dutton Books for Boys and Girls" gave evidence of an abundant interest in the subject on the part of the publisher, and saved me from too-hasty conclusions. I climbed another flight of stairs—(I was too curious to remember the elevator)—to question John McCrae, Jr., on the change I have noted.

When you interview this pleasant young man, you may ask what irrelevant questions you like to keep him talking, but what he tells you will have its own tenacious continuity and logical development. His experience and knowledge of the subject, he will tell you, is merely that of all booksellers who have thought about it, his conclusions wholly personal and anything but authoritative. Here is the outline he drew:

In the days of the children's book room with the stone fireplace, the cost of making children's books was relatively less; the overhead of the space which they occupied relatively inconsiderable. Today the cost of manufacturing exceeds that of most other types of books, especially because of the number and type of illustrations used. The cost of floor space has soared. The public, on the other hand, has not yet learned to pay substantially higher prices for children's books. Many a man who pays ten dollars for a new biography without the flicker of an eyelash still balks at any price over two or three dollars for books for his youngsters. He is conscious of the change in publishing for adults; but still thinks of children's books in terms of the eighties. Many women who read one novel after another at two, two-fifty and three dollars, look for the dollar titles in a children's book department. This is not universal, but it is very general.

While this is true, says Mr. McCrae, profits from a children's book department depend not only on sales technique, but also upon a healthy relation between turnover and overhead. At those seasons of the year when children's books move swiftly,

they earn and deserve plentiful and well-situated floor space. At other times, the best space in the shop will not, of itself, move children's books any faster, and may eat up all of the profits possible in this line. Since a bookseller is in business to make a living, this feature may not be ignored. Accordingly, not only Dutton's, but most booksellers, have made their children's book departments mobile and elastic. When Christmas shopping begins, such a department moves downstairs in full view of the front windows and takes unto itself more sales persons. But when holiday generosity has subsided it moves thriftily back to less expensive quarters and makes way for more popular books.

In bookselling, Mr. McCrae is a realist. These are the facts. This is the way selling children's books is kept out of the red ink and in the profit column. But prod the man with questions when the realities have had their say, and you will find among his dreams the recollection of the big book room with the fireplace, and the vision of an always-busy children's book department. They are back there in the sub-conscious, demanding solution some time when the pressure of publishing problems afford the opportunity. But he is cautious about forsaking the realities for so much as a moment.

"Do you believe," we demanded, "that the purchasing habits of parents can be spread over a wider period,—perhaps by advertising?"

Mr. McCrae looked startled. Apparently a moment passed in which he waited the onslaught of a high-pressure sales talk for advertising space. As it didn't materialize, he smiled again.

"Advertising can accomplish a great deal," he responded, "but it seems to me that is a good deal to expect of it, for changing the established habits of a generation isn't quite an overnight job."

"You believe there is a solution?" we challenged.

"Some way may be found to reach the children themselves," he ventured. "I suspect that ultimately that is where any year-round demand must originate."

His cautious expression is one more reason for the forecast in the opening paragraph, of an article on selling books to children.

The High School and Its Library

The Rapid Growth in This Field Will Affect Publishing

Elizabeth A. Bevier

Harcourt, Brace & Co.

WHILE the discussion still rages concerning the function and scope of the high school library, the high school libraries themselves are developing at a pace which leaves all discussion in the background. We have reports which say that the high school library should be a collection of books for reference use only; we have others which maintain that the school collection should include books which the children will take home and read thru for the pleasure of it, as well as the more practical ones which answer the questions assigned in class. We are debating whether the public library or the schools should be in control, with examples to prove that either method may be admirably successful. We have

rumors of an official survey of methods and conditions, and thru it all the high school libraries are increasing in number at an amazing rate, and are solving the problem of scope by the simple method of buying as many books as can be bought with the funds available and using every one until it falls to pieces.

The interesting question about high school libraries is not so much what they should do, as how soon circumstances will permit them to do it. We can all quote examples of school libraries which circumstances have permitted to develop into

really adequate collections, and to anyone who has seen the results in these cases there can be no doubt as to what the future of this kind of work is going to be. The limit can not be set on how many books and what kinds a high school library should include. Obvious rules of common sense will always hold. A school library cannot buy much fiction until the essential reference books are bought, for instance. Once that is done, a high school library without fiction is as pointless as

any other badly assorted collection. The same thing applies to other types of books. Rules of book selection are simpler here than in other libraries. No time-killers can be included, a large part of the books must have a definite application to the course of study, all must fit in somewhere in the widely varying mental background



of high school children, and after that the more the better.

The difficulty is that the people controlling school finances are often the people who have not seen what a high school library can do when it is given the chance. But school boards, like everyone else, find extremely potent the argument that another school board has successfully accomplished something which they have not attempted. And with the whole trend of education turning toward the school library, there can be no uncertainty as to the outcome. Circumstances will alter cases. Country schools will need a different collection from that in the city school; the high school across the street from the public library may not need the same books as the school which is farther away. But the only obstacles in the path of the high school library are economic ones, and they are certainly growing less effective with each year.

In the latest lists at least three thousand high school libraries are included, and even the latest lists must of necessity be incomplete. Taking the number at its face value, the effect on book circulation of three thousand new or comparatively new libraries is something to be considered. It is recognized that public libraries are a strong determining influence in regulating the standards of books for children; and it seems only reasonable to assume that high school libraries will become effective in much the

same way with interesting additional possibilities.

High school libraries will certainly include the best type of books published for children. "Smoky" and "Winnie-the-Pooh" will be bought by every high school in the country which can buy library books at all. Distinguished books in the fields of poetry, drama, biography and travel will be affected by this new market whenever they come within the range of high school students, a range which is wide now and which seems destined to become wider. "Tristram" and "The King's Henchman," "With Lawrence in Arabia" and Sandburg's "Abraham Lincoln" all will be included. New fiction must have its place, altho there the problem of book selection is more difficult.

But the high school library will make one demand on publishers which is more individual and so more to be reckoned with. There will be an increasing need for books written for the high school age, and from a point of view which makes them neither reference books in the rigid sense, nor books to be read straight thru for pleasure, but something on a border line between the two. This type of book will reflect the high school course of study, will become more inclusive as the course of study develops, and will take an increasingly important place in publishing.

It is easy to say that a situation exists and a different matter to find the books that meet it.

Dramatizations for Children

Suitable for Use in Connection with Book Week Celebrations

A Selected List Compiled by the
OFFICE OF THE SUPERVISOR OF WORK WITH SCHOOLS
The New York Public Library

BOOK WEEK PLAYS

ATCHINSON, FRANCES E.

HOPE, WINIFRED A.

BARBEE, LINDSEY

"STORY TERRACE." *Wilson*

"FRIENDS IN BOOKLAND." *Macmillan*

"THE EVER-EVER LAND"

in collection called "Let's Pretend." *Denison*

COLLECTIONS OF BOOK PLAYS

BARKER, FRED G.

BROWNE, HORACE B.

BUTLER, MILDRED A.

FETTE, W. ELIOT

FETTE, W. ELIOT

"FORTY MINUTE PLAYS FROM SHAKESPEARE." *Macmillan*

"SHORT PLAYS FROM DICKENS." *Chapman*

"LITERATURE DRAMATIZED FOR CLASSROOM USE." *Harcourt*

"COMIC DIALOGUES FROM DICKENS." *Baker*

"HOLIDAY DIALOGUES FROM DICKENS." *Baker*

- FOGERTY, ELSIE "SCENES FROM THE GREAT NOVELISTS." *Allen*
 KNIGHT, MARIETTA "DRAMATIC READER FOR GRAMMAR GRADES." *Amer. Bk.*
 LASELLE, MARY A. "DRAMATIZATIONS OF SCHOOL CLASSICS." *Educ. Pub. Co.*
 LUTKENHAUS, A. M. "PLAYS FOR SCHOOL CHILDREN." *Century*
 LUTKENHAUS, A. M. & KNOX "STORY AND PLAY READERS." 3 Vol. *Century*
 MCCARTHY, GRACE D. "PLAYS FROM THE WONDER BOOK AND
 TANGLEWOOD TALES." *Educ. Pub. Co.*
 MOSES, MONTROSE J. "A TREASURY OF PLAYS FOR CHILDREN." *Little*
 MOSES, MONTROSE J. "ANOTHER TREASURY OF PLAYS FOR CHILDREN." *Little*
 OAKDEN, E. C. & M. STURT "PATTERN PLAYS." *Nelson*
 PARSONS, MARGARET G. "RED LETTER DAY PLAYS." *Womans Press*
 PRICE, OLIVE M. "SHORT PLAYS FROM AMERICAN HISTORY
 AND LITERATURE." *French*
 SIMONS, S. E. & CLEM ORR "DRAMATIZATION; SELECTIONS FROM ENGLISH
 CLASSICS ADAPTED IN DRAMATIC FORM." *Scott*
 SMITH, EVELYN "FORM ROOM PLAYS—JUNIOR BOOK." *Dutton*
 SMITH, EVELYN "FORM ROOM PLAYS—SENIOR BOOK." *Dutton*
 STEVENSON, AUGUSTA "CHILDREN'S CLASSICS IN DRAMATIC FORM."
 Bk. V. *Houghton*
 WEBBER, J. P. & WEBSTER, H. "ONE ACT PLAYS." *Houghton*
 WRIGHT, HARRIET S. "NEW PLAYS FROM OLD TALES." *Macmillan*

FAIRY TALE PLAYS

- BARBEE, LINDSEY "CINDERELLA AND FIVE OTHER FAIRY PLAYS." *Denison*
 BELL, LADY "FAIRY TALE PLAYS AND HOW TO ACT THEM." *Longmans*
 BALKEITH, LENA "LITTLE PLAYS." *Jack*
 GRIMBALL, ELIZABETH B. "SNOW QUEEN." *Woman's Press*
 KROEKER, KATE "ALICE IN WONDERLAND AND OTHER FAIRY PLAYS." *Dick*
 LODGE, MARGARET "SEVEN PLAYS OF FAIRY DAYS." *Humphrey*
 LOVEMAN, LEONORA "THE SNOW QUEEN." *Allen*
 MITCHELL, JULIA D. "SLEEPING BEAUTY." *French*
 NESBITT, FRANK "MAGIC WHISTLE AND OTHER FAIRY TALE PLAYS." *Longmans*
 THOMASSON, CAROLINE W. "RED RIDING HOOD." *Penn*
 WHITE, JESSIE B. "SNOW WHITE AND THE SEVEN DWARFS." *French*
 WILLIAMS, E. HARCOURT "THREE FAIRY PLAYS." *French*

DRAMATIZATIONS OF MYTHS

- COMSTOCK, FANNY "DRAMATIC VERSION OF GREEK MYTHS AND HERO TALES."
Ginn
 MCCARTHY, GRACE D. "PLAYS FROM THE WONDER BOOK AND
 TANGLEWOOD TALES." *Educ. Pub. Co.*

Note: For single dramatizations of myths, see also

- KNIGHT, MARIETTA "DRAMATIC READER FOR GRAMMAR GRADES."
 LASELLE, MARY A. "DRAMATIZATIONS OF SCHOOL CLASSICS."
 SMITH, EVELYN "FORM ROOM PLAYS—JUNIOR BOOK."

ROBIN HOOD PLAYS

- BOLTON, IVY "KING OF SHERWOOD." *Womans Press*
 DAVIS, OWEN "ROBIN HOOD." *French*
 SKINNER, ELEANOR L. "TALES AND PLAYS OF ROBIN HOOD." *Amer. Bk.*
 TAYLOR, KATHARINE "ROBIN HOOD." *Chicago School of Civics and Philanthropy*

Note: For single dramatizations of Robin Hood, see also

- DALKEITH, LENA "LITTLE PLAYS."
 MINCHIN, NYDIA "JESTER'S PURSE."
 SIMONS, SARAH E. "DRAMATIZATION."
 SMITH, EVELYN "FORM ROOM PLAYS—JUNIOR BOOK."
 WEBBER & WEBSTER "SHORT PLAYS."

BIBLE PLAYS

- HOBBS, M. & H. MILES "SIX BIBLE PLAYS." *Century*
 MILLER, ELIZABETH E. "DRAMATIZATION OF BIBLE STORIES." *Univ. of Chic.*
 RUSSELL, MARY M. "DRAMATIZED BIBLE STORIES FOR YOUNG PEOPLE." *Doran*

SINGLE DRAMATIZATIONS

- APPLEGATE, DOROTHY "SADDLE TO RAGS." *Chic. School of Civics*
 ARNOLD, ETTA M. "RIP VAN WINKLE." *Owen*
 ASHBY, EDITH "MILES STANDISH." *Elkin Mathews*
 BARNETT, C. Z. "A CHRISTMAS CAROL." *French*
 BURKE, CHARLES "RIP VAN WINKLE." *French*
 BURNETT, FRANCES H. "LITTLE LORD FAUNTLEROY." *French*
 BURNETT, FRANCES H. "LITTLE PRINCESS." *French*
 BURRILL, EDGAR W. "MASTER SKYLARK." *Century*
 CHESTERTON, FRANCES "PIERS PLOWMAN'S PILGRIMAGE." *French*
 CLARKE, FRANCES E. "OBERON AND TITANIA." *French*
 CORNEAU, PERRY B. "LAST VOYAGE OF ODYSSEUS." *Old Tower*
 CROTHERS, RACHEL "OLD LADY 31." *French*
 CROTHERS & WIGGIN, K. D. "MOTHER CAREY'S CHICKENS." *French*
 DEFOREST, MARIAN "LITTLE WOMEN." *French*
 FINDLAY, MAUD I. "ALICE IN WONDERLAND." *Humphrey*
 FINDLAY, MAUD I. "SCOTT'S IVANHOE." *Humphrey*
 FINDLAY, MAUD I. "SCOTT'S TALISMAN." *Humphrey*
 FLEXNER, ANNA C. "MRS. WIGGS OF THE CABBAGE PATCH." *French*
 FOREPAUGH, L. & FISH, G. "DR. JEKYLL AND MR. HYDE." *French*
 FOUCHER, LAURE C. "EFFIE'S CHRISTMAS DREAM." *Little*
 FREEMAN, ETHEL H. "DRAMATIZATION OF MONSIEUR BEAUCAIRE." *Baker*
 GOULD, ELIZABETH L. "THE LITTLE MEN PLAY." *Little*
 GOULD, ELIZABETH L. "THE LITTLE WOMEN PLAY." *Little*
 GRIFFIN, C. S. "THE HEADLESS HORSEMAN." *Penn*
 HARE, WALTER BEN "THE GOLD BUG." *Denison*
 HARRISON, MRS. BURTON "ALICE IN WONDERLAND." *Dramatic Pub. Co.*
 HOLBROOK, FLORENCE "DRAMATIZATION OF LONGFELLOW'S SONG OF HIAWATHA." *Houghton*
 HORNE, MARY B. "LADIES OF CRANFORD." *Baker*
 JACOBS, W. W. & C. ROCK "GHOST OF JERRY BUNDLER." *French*
 KESTER, KATHARINE "THE CHRISTMAS CHILD COMES IN." *Baker*
 MCFADDEN, E. & A. CRIMMINS "MAN WITHOUT A COUNTRY." *French*
 MACKINNEL, NORMAN "THE BISHOP'S CANDLESTICKS." *French*
 MARBLE, ANNIE R. "STANDISH OF STANDISH." *Houghton*
 MERINGTON, MARGUERITE "CRANFORD." *Duffield*
 OWEN, FRANKLIN S. "SILAS MARNER." *Baker*
 PEABODY, JOSEPHINE P. "THE PIPER." *Houghton*
 PRESBREY, EUGENE W. "COURTSHIP OF MILES STANDISH." *French*
 SCHELL, STANLEY "MAID OF PLYMOUTH." *Werner*
 SMITH, ALBERT "CRICKET ON THE HEARTH." *Denison*
 SMITH, G. E. & G. KNEVELS "ARROW MAKER'S DAUGHTER." *French*
 STEWART, ANNA BIRD "BELLES OF CANTERBURY." *French*
 TARKINGTON, BOOTH "PENROD." *French*
 TARKINGTON, BOOTH "SEVENTEEN." *French*
 VOSBURGH, MAUDE B. "MISS MARIA." *French*
 WEBSTER, JEAN "DADDY LONG LEGS." *French*
 WIGGIN, KATE D. "BIRDS' CHRISTMAS CAROL." *Houghton*
 WIGGIN, KATE D. "MOTHER CAREY'S CHICKENS," see Crothers, R.
 WIGGIN, KATE D. "OLD PEABODY PEW." *French*
 WILSON, E. M. & A. W. FIELD "THE LEAST OF THESE." *Womans Press*

In the Book Market

SOME people dislike maps. To others they are fascinating. But whether you like them or dislike them they are most necessary when you're entering a new country, particularly if you're walking or idling your way thru—the only real way to see a country. Two particularly nice maps have just been published to make pleasant the journey thru the ever-increasing land of children's books. The first is May Lamberton Becker's "Adventures in Reading," which *Stokes* has published. Mrs. Becker, whose department of questions and answers in the *Saturday Review of Literature* is a very intelligent travel bureau in itself, knows about as much about books as anyone does and "Adventures in Reading" proves that her store of knowledge extends to and includes juveniles. The other is Frances Jenkins Olcott's "The Children's Reading," *Houghton, Mifflin*. Miss Olcott was for many years the head of the Children's Department of the Carnegie Library in Pittsburgh, and she has also the credit of authorship, so she is fitted to review, as she does, the entire field of juvenile literature. The book has been previously issued but this new edition has been so extensively revised that it emerges a practically new book. As practical guides these two volumes should be placed on the shelf with those other books of their kind, Terman and Lima's "Children's Reading," *Appleton*, Anne Carroll Moore's "Roads to Childhood," and "New Roads to Childhood," *Doran*, "Literature for Children" by Orton Lowe, *Macmillan*, "A Century of Children's Books" by Florence V. Barry, *Doran*, "What Shall We Read to the Children?" by Clara W. Hunt, *Houghton, Mifflin* and Caroline M. Hewins' "A Mid-Century Child and



Illustration by Lois Lenski for
"A Book of Princess Stories,"
Dodd, Mead

Her Books," *Macmillan*. So much for maps and guide-books.

William Nicholson has presented us with a very delightful book, "Clever Bill," which *Doubleday, Page* has issued. It's full of pictures and drawings, brilliant with color and amusing for those who have not yet reached the school age.

✱ ✱ ✱ Another bright book is Marion King's "A. B. C. Game Book" published by *Morrow*. It is full of drawings but the text this time is made-up of poems and instructive ones at that, telling you how to play every game you could want to know about. ✱ ✱ ✱ And when you're tired of the games and want to read about several less-familiar friends there are "The Good-Natured Bear," *Macmillan*, by Richard Henry Horne, for which Lisl Hummel has done amusing scissors-cuts; "The Little Black and White Lamb," *Macrae Smith*, a story about a lamb that got tired of trying to be commonplace, that has many drawings, both and all by Inez Hogan; and finally there is Margery Williams Bianco's "Adventures of Andy," *Doran*, illustrated by Leon Underwood. Andy is an attractive wooden doll who has come to sit at the nursery tea table with Mrs. Bianco's Cecco. ✱ ✱ ✱

When Dorothy Lathrop forsook Albany for a few days and came down to New York last spring she said it was for the opening of Harper's Bookshop for Boys and Girls. But when she dropped a large-sized envelope that contained some beautiful color-proofs we knew something was up. She went off to New Hampshire to draw and to Gloucester to do some painting but two books have come to our desk whose illustrations seem vaguely familiar. They are both new editions of awfully nice

books, "Mopsa the Fairy" published by *Harper* and "The Princess and Curdie" issued by *Macmillan*. As tho these two were not enough she has done drawings for Elise Pumpelly Cabot's book of verse "The Moon is a Balloon." This is the book listed in the *Holt* catalog as "The Magic Map." It so happens that there is another book with this same title, "The Magic Map," by Mary Graham Bonner, illustrated by Luxor Price and published by *Macaulay*, but it is not a book of poems. It is geography made fascinating, a very gay (and big) book. ❀ ❀ ❀

Arthur Chrisman, who won the Newbery Medal last year, has written a new book of stories which he learned about China. It is called "The Wind That Wouldn't Blow" and is published by *Dutton*. Else Hasselriis, who did the silhouettes for "Shen" has done some more for this book. ❀ ❀ ❀ Lois Lenski, who seems a most prolific person, has done some more tapestry decorations for "A Book of



Silhouette by Else Hasselriis for "The Wind That Wouldn't Blow," *Dutton*

Princess Stories" compiled by Kathleen Adams and Frances Atchinson. It is issued by *Dodd, Mead*. Among her other activities Miss Lenski found time to illustrate a

book she herself wrote. It is called "Skipping Village" and is published by *Stokes*. ❀ ❀ ❀ Miss Olcott, whom we mentioned above as a super-guide, has given us another book thru *Longmans, Green*. It is "Wonder Tales from Pirate Isles." Also she has edited Zacharias Topelius's "Canute Whistlewinks and other Stories," also *Longmans*. ❀ ❀ ❀ We are anxious to get to Eleanor Farjeon's new book but we see two very nice others before it, "The Pale Mountains" by Carl Felix Wolff, folk tales from the Dolemites, published by *Minton, Balch*, and "The Road to Fairyland" by Erica Fay, *Putnam*, about which we have been hearing much from England for some time. Arthur Rackham has done the frontispiece. ❀ ❀ ❀ Now Miss Farjeon. The book this time is "The Italian Peepshow and other Tales." We can't expect it to equal "Martin Pippin in the Apple Orchard," (such books happen only once in a very long while) but the Peepshow is published by the same publisher, *Stokes*, and that, as Martin Pippin would say, may be a sign. Who can tell? ❀ ❀ ❀

And what of plays? Well, there is "The Elf of Discontent, and other Plays" by Rita Benton. John Farrar has written an introduction and the book is published by *Doran*. And there is "Ali Baba and other Plays" by Helen Haiman Joseph, decorated with black and white drawings and published by *Harcourt, Brace*. And *Scribner* will publish "The Cross-Stitch Heart and other Plays" by Rachael Field. Miss Field has to her credit "Three Pills in a Bottle" which has proved to be, not only one of the most successful of children's plays but one of the most successful of the Harvard 47 Workshop pieces. But dividing her time between an island off the Maine coast and New York and a truly comic black Scotch terrier, as she does, Miss Field could not be confined to her plays. Consequently *Doubleday, Page* has published "A Little Book of Days" as a companion volume to last year's "Alphabet for Boys and Girls." They are uniform in size and each has a drawing for each poem and a poem for each drawing. Her story is not told even yet tho, for *Dutton* has issued another book of hers, "The Magic Pawnshop," a story of a pawnshop in New York on New



One of James Daugherty's illustrations for "Drake's Quest,"
Doubleday, Page

Year's Eve and the magical happenings there. Elizabeth MacKinstry has done a colorful jacket and cover and perfect, gay illustrations. We shouldn't object to having three books, so different in nature, published during one month. ❀ ❀ ❀

Victorine Kirk has written "Mickey and the Monkeys" for Christopher Rule to illustrate and *Viking Press* to publish. It's a story that begins with an airplane flight into the African jungle and goes on from the mishap that leaves Mickey there. The timely touch of the airplane has sent our mind along the line of airplane stories and we discover that Lindbergh's feat and those that followed it have developed quite a literature about airplanes. In some of the stories it is the most important feature, in others, such as "The Black Triangle" by Escott Lynn, *Lippincott*, where an airplane fights with a submarine, it plays a part but is not the principal character. Two of these stories are "Russ Farrell, Border Patrolman" by Thomas Burtis, published by *Doubleday, Page* and "The Flight of the Gray Goose," Francis Lynde's story of aviation and mystery, published by *Scribner*. Non-fiction books on the same subject are the two titles in *The Aviation Series* of Barse and Hopkins, "Trail Blazers of the Skies; or Across to Paris and Back" and "Spanning the Pacific; or

a Non-Stop Hop to Japan," both by John Prentice Langley; "Boys' Books of Airmen" by Irving Crump, and, for older boys and girls, "The Flying Squad" by Colonel Wm. A. Bishop and Major Rothesay Stuart-Wortley, *Doran*, and "European Skyways," by Lowell Thomas, *Houghton, Mifflin*. ❀ ❀ ❀

Hugh Lofting who is, like Chrisman, a proud possessor of the Newbery Medal, has brought Doctor Dolittle back in a new book about him, "Doctor Dolittle's Garden." *Stokes* is the publisher. ❀ ❀ ❀ Another favorite who is represented is Thornton W. Burgess. He contributes the 4th volume in the Smiling Pool Series, *Little, Brown*, a story of a famous fisherman, "Longlegs the Heron." ❀ ❀ ❀ And Tony Sarg's "Book of Tricks," colorful as always, brings back still another friend. *Greenberg* publishes his book. ❀ ❀ ❀

A book that parents will surely buy for children so that they, themselves, may read it, is "The Children's Punch," selections from that favorite English journal of humor, *Punch*. M. T. Bryan has edited the book and *Scribner* has published it. ❀ ❀ ❀ Occasionally we hear from or about Boris Artzybasheff, who has tied up his pens and brushes and gone off to Paris for a year. And much as we like hearing

Illustration
by Elizabeth
B. Price for
"The Four
Winds,"
Stokes



from him we can't help preferring one of his books to his letters, simply because they're longer. Two very nice ones have so far appeared this season but we by no means have given up looking for others. The two are "Funnybone Alley," Alfred Kreymborg's book about a merry, imaginary world, in which every so often one of Kreymborg's inimitable poems appears, and "Gay-Neck," Dhan Gopal Mukerji's story of a pigeon. The former is published by *Macaulay* and the latter by *Dutton*, and each one is perfect. ❀ ❀ ❀

Colleen Browne Kilner has written a most instructive book called "La-la Man in Music Land" which *Lothrop, Lee and Shepard* have published. Miss Kilner has done the text and the musical arrangements. ❀ ❀ ❀ Poems are not missing on the fall lists for those who are so inclined. Heading the list, of course, is A. A. Milne's "Now We Are Six," done in the same vein as the immensely popular "When We Were Very Young" and published by



Drawing by Decie Merwin. From
"Magpie Lane," *Harcourt, Brace*

the same house, *Dutton*. Others that rival it are "Magpie Lane" by Nancy Byrd Turner for which Decie Merwin has done silhouettes, *Harcourt, Brace*; "Just One More," verses and pictures by Natalie Johnson Van Vleck, *Doubleday, Page*; "The Four Winds" by Edith Ballinger Price, *Stokes*; "I Live in a City," by James S. Tippet, our favorite-sized book, published by *Harper* in the *Nursery Series*; "Looking Out of Jimmie" by Helen Hartness Flanders, illustrated by Pogany, *Dutton*; and "God's Dark" by John Martin, *Doran*. ❀ ❀ ❀

Before we take our last look, which is at the older boys' and girls' books, we have very sad news. Walter de la Mare has been very ill for some time in London. Bad enough news in itself but there is even worse. Because of his illness the two books which *Knopf* had announced for this Fall have had to be postponed until the Spring. They are "Mr. Brush, Dick, The Lord Fish and Others" and "Old Tales Told Again." We'll try to be patient and hope in the meantime that Mr. de la Mare is well again. ❀ ❀ ❀

"Drake's Quest" by Cameron Rogers is *Doubleday, Page's* foremost book on their fall juvenile list. James Daugherty has done some of his bold illustrations for it. Daugherty is the most disappearing of the prolific artists. We run into him about twice a year, generally at some exhibition at which one of his gloriously bright paint-

ings is hung and we hear from him about as often—short notes filled with energetic plans and confidences about plans—and then he retires to his little house in Westport, Conn., and nothing more is heard of him. His "Daniel Boone" has already become a classic and we hope "Drake's Quest" is to be uniform with it. He has also done a beautiful edition of Sir Arthur Quiller-Couch's "The Splendid Spur" for *Doran*. In their catalog of children's books, "The Golden Years of Childhood," which we are sure you will agree with us is the nicest catalog published, *Doran* has reproduced one of the four full-color drawings. On the page opposite they have reproduced one of the magnificent illustrations Edmund Dulac has done for a notable edition of "Treasure Island." We vote for both of them, Dulac and Jimmie Daugherty. ❀ ❀ ❀

There are a lot of other good books for those who are of an age to appreciate "Drake's Quest" and "Treasure Island." Reginald Wright Kauffman has done another Rowntree Chronicle, "The Overland Trail," which the *Penn Publishing Co.* has brought out, and Ethel Cook Eliot has written another mystery story for girls, "Storey Manor," *Doubleday, Page*. Everett McNeil has done another of his adventure stories, "For the Glory of France," *Dutton*, and *Bobbs-Merrill* have issued a book of true stories about the coast guard, by John D. Whiting, called "Storm Fighters." Then there are two books which should not be overlooked, Lowell Thomas' "Boys' Life of Colonel Lawrence," *Century*, as thrilling a true story as ever there was, and the Beacon Hill Bookshelf Prize Story, "The Trade Wind" by Cornelia Meigs, *Little, Brown*. ❀ ❀ ❀

In case you missed it *Scribner* has issued a new edition of "Smoky" by Will James the most recent Newbery Medal Winner. ❀ ❀ ❀ But if your taste runs more to pirates than to horses there are "Pirate Plunder" by Frank Potts which has extremely nice woodcuts by Lucinda Wakefield, *Harper*, and "Blackbeard's Treasure," by T. E. Oertel, illustrated by Mabel Pugh and published by *Crowell*. *Putnam* is publishing four more boys' books by boys, "David Goes to Baffin Land" by David Binney *Putnam* who is just back from the land about which he is

writing, "Deric with the Indians" by 14-year-old Deric Nusbaum, "Bob North Starts Exploring" by 11-year-old Robert Carver North who writes of his experiences in Northern Ontario and "Among the Alps with Bradford," written by Bradford Washburn, Jr., about the Alpine peaks. ❀ ❀ ❀

Finally there are the two annuals which every Boy and Girl Scout looks forward to, "The Boy Scouts Year Book, 1927" edited by Franklin K. Mathiews, *Appleton*, and "Girl Scout Stories" edited by Helen Ferris, with an introduction by Dorothy Canfield, *Doran*. To them may be added this year Ralph Henry Barbour's collection of "The Year's Best Stories for Boys, 1927" which makes its second appearance and seems destined to become an annual feature from the house of *Dodd, Mead*. ❀ ❀ ❀

There! And if that mass of books seems incomplete we will confess that it is. There are hundreds of others. Children's books are not only improving in tone and appearance but they are increasing annually in number. It's no longer a field to be trifled with or neglected. Selah!



An Elizabeth MacKinstry drawing from
"The Magic Pawnshop," *Dutton*

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Juveniles That Are Needed

WHILE booksellers are studying ways to increase their sales of children's books authors are studying the market for children's reading, and in one of the magazines for authors, *The Author and Journalist*, Wallace Wadsworth makes some interesting suggestions for writers based on a canvass of booksellers' experience. His first suggestion is that there is need of more books suitable for children from four to seven years, that the number of suitable books for this age has not kept up with the demand, and that the greatest need in the juvenile field at the present time is for books of stories which can be read to or read by the young child just beginning to read. He goes on to say:

"Anyone may readily estimate the current need for new and original stories to fit this age simply by looking over the assortment of juvenile books for younger children displayed in any good bookstore. Such an observer will probably be surprised to discover how large a proportion of the books on display for the four-to-seven age is made up of the old, old children's stories that have been told and retold in countless versions thru many years. There are the fairy tales and animal stories that date back to the days when the literature of the

people was dependent upon word-of-mouth narration, folk stories old and hoary, but still retaining freshly their element of wide and popular appeal; there are the myths grown out of long-dead religions; there are some—but not as many—stories of more modern origin, which are yet old enough to have become standardized into classics of childhood; and there are—still fewer yet—stories of recent date and by living authors which conform in their telling to the basic principles of story form which have helped to keep the older tales vibrant with life thru many years."

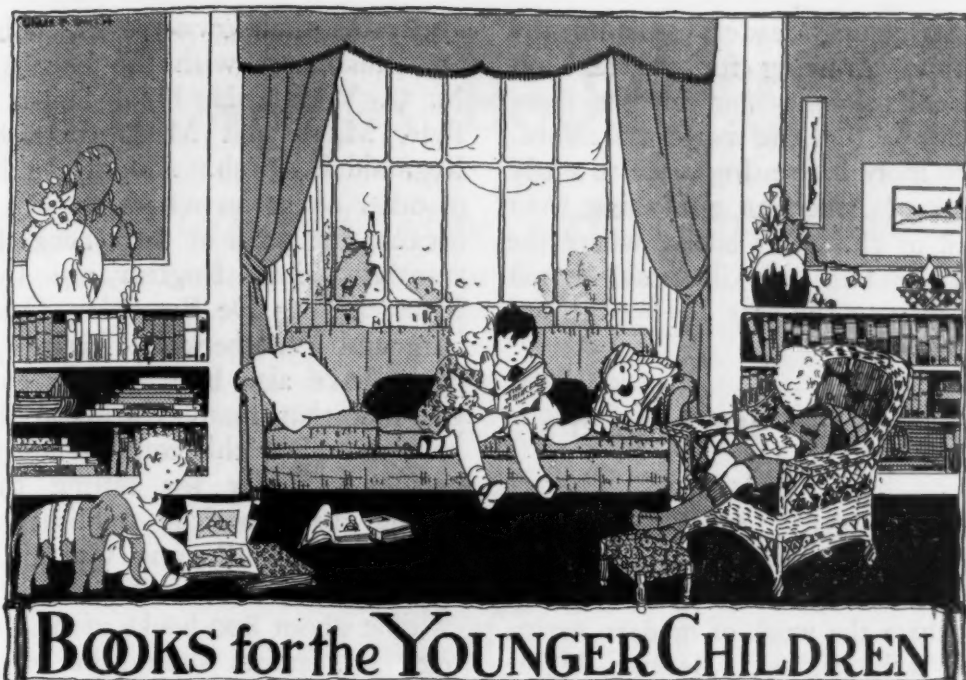
Children in the Bookstore

THE home bookshelves of the children are largely the result of the selections of parents and of friends. This is perhaps inevitable, but undoubtedly home bookshelves which the boys and girls have flavored with their own selections are more repeatedly turned to for re-reading than collections wholly based on adult choice. Bookstores, therefore, are seeking for ways to give the children a part in this happy task of choosing their own books, and a visit to the busiest children's book department shows that many children are coming there to help in the selection of their reading and oftentimes they make their own visits with money to spend.

Book selection that is kept long out of touch with the children's own enthusiasm will not long provide suitable guidance. Library lists must be checked by the children's own reading enthusiasm, and bookstore managers must find ways to hear from the children in order that their delight in reading may bring the parents back to the bookstore again and again.

Stage Setting for a Book Window

WHEN the modern designer is planning a setting for a new theater, he draws in outline the general vista that he wishes to give to those in the front of the stage and then is often able by the use of beaver board to depict landscapes and trees in the general setting for the piece. These outline pieces are placed at proper points on the stage and painted in bold effective colors so that when the lights



BOOKS for the YOUNGER CHILDREN

One of the illustrations for the new edition of "The Bookshelf for Boys and Girls"

are thrown on there is a great naturalness in the result.

The value of such technique comes to mind in looking over the covers of the attractive boys' books of travel which Putnam's have lately been publishing. The cover designs of "David Goes to Baffin Land," "Deric in Mesa Verde," "Bob North Starts Exploring" and "Among the Alps With Bradford" all bear interesting suggestions of this type of thing. The bookseller can take these covers and reproduce them in large size, he can easily get aid in painting them, and thus will have an effective and brilliant stage setting, in front of which these interesting travel books or other adventure books for boys and girls could be effectively displayed.

The Bookshelf for Boys and Girls

EVER since the beginning of Children's Book Week the *Bookshelf for Boys and Girls* has been going to the homes of children with increasing effectiveness, and this year 150,000 copies will be distributed by booksellers and libraries all over the country. The office of the *Publishers' Weekly* is especially proud of its appearance this year, as it interested Mr. Brubaker, designer of the famous Book Week poster of two years ago, to make a painting for the cover, which has been re-

produced with the greatest care so as to do full justice to the striking design.

As in previous years, the size of the catalog has been kept to 48 pages with an 8 page supplement of new books, this size permitting the inclusion of a sufficiently extensive collection of books of all kinds so that every real interest of a boy and girl can be catered to. Clara W. Hunt, of the Brooklyn Public Library, who selects books for children under ten, groups her selections under Picture Books, Little Stories for Children, Fables, Fairy Tales and Myths, Bible Stories, Animals, Nature Books, Games and Occupations, Poetry, Stories-That-Might-Be-True and Stories of Other Lands. The second editor, Ruth G. Hopkins, who selects for the older boys and girls, has a similar method of division, as has Franklin K. Mathiews, Chief Scout Librarian and founder of Book Week, who makes a special list for the Boy Scouts.

The selection of 1927 books is made by careful examination of all the new volumes that can be given to the editors in sheets or finished form by the middle of September, and they have all reported that the output of 1927 has unusual interest, so that the packages for the boys and girls on Christmas morning and on other days of gift-giving are certain to contain very happy selections. No other country in the world gives such close attention to the in-

terest of its young readers as does the United States, drawing for the text on writers of all countries and for the illustrations the best that the world can afford. There is no more interesting place to study the progress of American publishing than in the field of children's books, where the market in the fall and Christmas season as well as thruout the year has been growing very rapidly.

The Illustrators of Children's Books

EVERY children's book department has calls for information about illustrators. There is no other place in the store where the work of modern artists can be so well studied. Because of the steady demand for classics for the boys and girls, it has always been possible for publishers to plan editions with fine illustrations, knowing that the continuation of the sale over several years would make this investment profitable.

A valuable little reference tool for every children's book department has now been published by the F. W. Faxon Company of 83 Francis Street, Boston, entitled "Illustrators—A Finding List," compiled by Louise P. Latimer of the Public Library, Washington, D. C. The price is 50c. This list was planned to meet the need in the young people's department of Miss Latimer's library, and indexes the work of both American and foreign illustrators wherever the illustrated work has seemed to have enough merit to warrant it.

The list is not exhaustive in the number of examples of each illustrator's work, but will point to the best and most easily available books. Only titles in English are included and those still in print. Some of the illustrators are those who have worked with the adult public in mind, but the volumes are quite as suitable for children. In this class fall Charles E. Brock and Henry M. Brock, whose illustrations for Austen, Goldsmith, Dickens, etc., are so well known. The English Robinsons, Charles and William H., have also done many fine things for children.

Among the earlier illustrators included are Hablot K. Browne, Walter Crane, Hugh Thomson and John Tenniel. Dickens and Thackeray are listed, as they have

illustrated their own works. The American illustrators with the longest lists are N. C. Wyeth, E. Boyd Smith, Howard Pyle, Maud and Miska Petersham, and Reginald B. Birch. Among the illustrators of other countries whose work is available because the texts of their books have been translated into English are Boutet De Monvel, Jean De Bosschère, Ottilia Adelborg and Willebeek Le Mair. American books have also been greatly enriched by the fact that many European illustrators have moved to this country and found the best opportunity for selling their work among the American publishers. Among these are Willy Pogany, Gustaf Tenggren, and Boris Artzybasheff.

That about 800 books of such quality by over 100 artists should be in print and available for American children testifies to the initiative and enterprise of American publishing and to the welcome that these books have received thru bookstores and public libraries.

Books in the Schools

ESPECIALLY significant is the increasing relationship between the schools and the library which was strikingly visualized in the conference last summer at Seattle. At the meetings of the National Education Association and library conference held between July 11th and 22nd in that city, meetings which were open to all school principals or school librarians, the two associations brought together many able lecturers.

The Elementary School Group is now making the following constructive recommendations:

First, that the Elementary School Library Conference be continued following the 1928 convention and each year thereafter as the need may be felt.

Second, that a School Library Department be established within the American Library Association with close cooperation with the department of Elementary School Principals.

Third, there should be better and more extensive library science courses in normal schools, teachers' colleges, etc.

Fourth, that schools of this character should encourage prospective teachers of the right qualifications to train.

Christmas Book Verses

*Which May Be Used on Window Cards, in Departmental Displays
or on Greeting Cards for Book Gifts to Children*

Marguerite Fellows



SING a song of stories, a
bookcase for myself;
Four and twenty new books
sitting on a shelf.
When the books are opened I
have to sing for joy—
What gift could be jollier for
any girl or boy!

ICAN'T think how my house
would look
If Christmas came without a
book.
Nobody reading in a chair,
No pictured pages anywhere!
I'd rather have all toys forgot
Than play within a bookless
spot!

WHEN I see the Christmas
presents underneath the
tree,
And I watch to see which
bundles are plainly marked
for me,
At the shape of every pack-
age, whether big or small, I
look,
Hoping that each square and
oblong may be found to
hold a book.

IF Santa Claus had stopped
to look
Inside my lovely Christmas
book
For just a minute.
He would not then have sped
away,
I know he would have had to
stay
Until I found him here at day
Still reading in it!

Chicago Book News

Milton Fairman
of the *Chicago Evening Post*

WITH the formal arrival of autumn, Chicago booksellers began their preparations for the annual drive on Christmas pocketbooks. The first indication of the coming of the holiday season was a special display of imported calendars in Brentano's windows on Wabash Avenue.

A. Kroch was the second bookseller to open the Christmas campaign with a specially selected line of imported greeting cards. Russia, Austria and France have contributed to Mr. Kroch's display, making it one of the most attractive around town for the holiday shopper.

Rosengren's bookstore received a number of very beautiful bindings planned to ensnare the buyer with book-loving friends.

✻ ✻ ✻

Madaline Armistead is in charge of the branch of the Braden Caldwell library opened in the Allerton House, Michigan Avenue and Huron Street. A general stock is carried by the library—current fiction and non-fiction as well. The original Braden Caldwell library is in the Sheridan Trust and Savings Bank Building.

✻ ✻ ✻

Emmett O'Connell has joined the staff of Benziger Brothers, 205 West Washington Street, as assistant to Louis J. Rothbauer, head of the book department. To booksellers with a religious book department, Mr. Rothbauer recommends the Lasance prayer books for the holiday season. "We sell twice as many copies of 'My Prayer Book' as we do of any other work published since I have been in the business," he said.

✻ ✻ ✻

A cablegram was recently received from Paris from Samuel Putnam, editor and publicity director for Pascal Covici, who has been spending the last six months in France searching for new titles on the Covici translation list. Mr. Putnam, so the cable states, has uncovered some new

material on or by (his message is not clear) Rabelais which Mr. Covici will publish next spring.

✻ ✻ ✻

Llewellyn Jones, literary editor of the *Chicago Evening Post*, talked at the opening of the Book Nook, a new store and circulating library at 3312 Douglas Boulevard. Bertha Aleck is manager and owner of the shop. The establishment of the Book Nook reminds one that books may now be purchased outside the loop. In the last few years the number of shops in outlying sections has rapidly increased, and now there is scarcely a large community center without its bookshop or circulating library.

✻ ✻ ✻

A number of fine first editions of Meredith, Aldous Huxley, Dreiser, and Sherwood Anderson are included in the library of the late Cyprian Thane, a collector of Bloomington, Ill. The Argus Bookshop, 434 South Wabash Avenue, has purchased the library and is now offering the items for sale.

✻ ✻ ✻

B. Silbermann has published for distribution to his customers an attractive map of Chicago's Gold Coast and Little Bohemia—or "Towertown" as they now call it. The map shows, among other places of interest, Mr. Silbermann's shop at 117 East Chicago Avenue.

✻ ✻ ✻

Pascal Covici has made two announcements of interest to the trade. The first is that his edition of the *Satyricon*, which was edited by Susan Wilbur, associate editor of the *Chicago Evening Post* literary section, has been sold out before publication and that no more orders will be accepted for it. The edition was limited to 960 sets with woodcuts by Allen Lewis. Typography was by Douglas McMurtrie. "The Key to Ulysses," by Paul Jones Smith, will be published this month and

will tell us, we hope, what James Joyce's novel was all about. It will contain a chapter summary of the book.



Chicago is celebrating a birthday this month with the publication of the fifteenth anniversary number of *Poetry*, the famous little magazine of verse edited by its founder, Harriet Monroe. An editorial by Miss Monroe and groups of poems by Herbert Gorman and Hart Crane are features of the October number. Of the seventy subscribers to the annual fund of *Poetry*, all but eight are Chicagoans—a matter for some pride to the city.



A. Kroch's International Bookstore will open its new quarters in the Tobey Building at 210 North Michigan Avenue about Nov. 21. Mr. Kroch will probably continue business in his present store at 22 North Michigan Avenue until next spring when his lease expires. Holabird and Roche, two of Chicago's leading architects and designers of many of its most famous buildings, have planned the interior decorations of the new shop. Mr. Kroch is planning a christening party for the new store which, he assures us, will be quite elaborate.



The fine bindings section of the Marshall Field book department has recently been enlarged and new items are arriving daily from abroad in anticipation of the Christmas rush. The work of contemporary binders is to be emphasized in the new collections.

Toward a Theater Library

IN *Theatre Arts Monthly* for October Rosamond Gilder contributes a bibliography under the heading, "Toward a Theater Library." The bibliography's primary aim is to provide a buying list for the librarian or teacher, but it may also serve as a practical working list for students of the theater. It is arbitrarily limited to books in English and books in print and among these, to the ones which give the most recent and complete statement and record of their special subject rather than to source books. The list of books has been arranged and subdivided under the four headings: I, General; II,

From the Greeks thru the Renaissance; III, Modern (by countries), and IV, Theory and Contemporary Practice.

Book Department Analysis

ACCORDING to the tabulation presented by Richard Compton in an article in the *Fourth Estate* of August 20th, the buyers of books and stationery in the large department stores do 55% of their buying in the last four months of the year, the crest being reached, as would be expected, in October and November, when one-third of the entire purchases are made. The figures for the whole year are as follows:

January	6.16%
February	6.93%
March	7.75%
April	5.62%
May	4.33%
June	4.17%
July	4.59%
August	5.75%
September	11.58%
October	15.89%
November	15.83%
December	11.4 %

These stores find books and stationery to be 1.25% of their total business, and the turnover 3.2. As the average turnover for the whole store is 3.25, this shows a good comparison. The article especially points out the importance to the large store of the cheap selling lines of goods. "In practically every department," Mr. Compton writes, "around three-fourths of the sales are made on one-fourth of the numbers or styles, so that the producer whose goods fall within this charmed circle of 25% is on safe ground. No red danger signals are set against him. Buyers will purchase his goods freely, and advertise them freely. But let the producer's goods fall outside this circle, and he is constantly under suspicion and under the searchlight of new and scientific methods of stock control."

"Two million dollars a week," he says, "is a conservative estimate of the amount department stores spend for advertising." In percentage this runs from 1.7% on small stores to 3.2% on the larger stores.

Peter Rabbit's Home To Be Preserved

ANOTHER movement to preserve a literary landmark has been launched in England, one in which thousands of young American readers will take a special interest. Perhaps no characters in recent English writing are better known in this country than Peter Rabbit and Benjamin Bunny, and it is proposed by Beatrix Potter to save the woodland where Peter Rabbit lived, for which money is being raised. This shrine is in Westmoreland County, in the lake country of England. The location has a half mile of lake frontage, right in the middle of Windermere.

Miss Mahony, of the Bookshop for Boys and Girls in Boston, is receiving contributions in this country, and has a few signed drawings by Miss Potter, which, as long as they last, can be had for \$5 apiece.

The Literature of Japanese Art

A VALUABLE check-list of the best books on Japanese art can be found in a book entitled "The Art of Japan" by Louis V. Ledoux, published by the Japanese Society, Inc., of New York, and distributed for them by William E. Rudge, who produced the book for the Society. The list includes those that will be most helpful to the student, and is classified under such headings as "Painting," "Prints," "Sculpture," "Architecture," "Literature," "The Theatre," "Metal Work," "Lacquer," etc.

Organizing for Store Spirit

"ALL workers desire is wages; there is nothing else to the problem. As a matter of fact, there are two aspects to the problem; one is the economic phase and the other is the administrative phase," writes S. A. Lewisohn in the *Executive Service Bulletin* of the Metropolitan Life Insurance Co. "The economic phase includes such matters as wages and may be regarded as peculiar to our present economic system, while the administrative phase is the permanent problem of organizing human nature and has nothing specific to do with any particular economic system. There is a great deal that is

purely administrative which an employer must do in running a large business. Such administrative problems are of almost exactly the same nature as those presented in any other non-economic organization, such as the Red Cross and army organizations, which involve problems of leadership but do not involve any particular economic problems.

"One of the main faults in administrative attitude, which is present in all leaders in any organization, is a tendency to be autocratic. There are elements in the personal make-up of forceful employers which have nothing to do with capitalism and which are the attributes of an administrative leader in any active organization. An outstanding trait is impatience with interference in control. There is a natural autocracy of leadership. Impatient to get results, executives forget that in adding machines the response is automatic, but that from human beings cooperation must be developed.

"There are desires of employees that are not strictly economic but which are found among subordinates working under any administrative system. These desires are the desire for justice, the desire for status, and the desire to have their jobs made into careers. The desire for justice is inherent in human beings. One of the primary sources of discontent in an organization is inequality in treatment between subordinates of the same or of different rank by the head of the organization.

"Besides justice, employees desire a certain recognition of their status as independent human beings, and it is for this purpose that managements have established employee representation. But employee representation is a temporary and insecure superstructure if not built on the foundation of the men on top being just and tactful managers."

Ohio Library Meeting

THE meeting of the Ohio Library Association was held this week in Columbus, Ohio, from October 11 thru October 13. The general keynote of the meeting was books. The Hotel Deshler was headquarters for the meeting and the Hotel management took care of exhibition space.



Bookshop of the Metropolitan Museum

A Bookshop in a Museum

PERHAPS the readers of *The Publishers' Weekly* would not consider the place given by The Metropolitan Museum of Art to the sale of its publications in its building a real bookshop, but to the Museum itself the space which it has just set a part for this purpose is of vital importance in its economic scheme of things as well as in its arrangements for the service of the public. However, since the shop deals in books of a specialized subject of present interest, a word with regard to it and the publications sold here may be timely.

The publications of the art museum, and they are many, like those of other museums, probably for years have been along the wrong tack by reason of traditions which, like all traditions, persistently hamper the most intelligent understanding of present-day conditions and needs. They have been in the perfunctory form of catalogs, handbooks, and sunch-like deterrents to the acquisition of knowledge, calculated to give the museum itself pride in its possessions, perhaps, but otherwise of little use except when read by those who possess patience in front of the objects they

list, or for reference by the select few who can utilize them for the purpose of making comparison or of tabulating statistics. They were not planned as inspiring helps in the general education in art or, by the grace of God, for the stimulation of its enjoyment. It is very likely that the reason why the old traditions in museum publication hung on so long was that there has been no general public interest in art until recently, and, therefore, no unequivocal expression of desire on the part of the buyer as to the character of such books; but it is gratifying to all who have the subject of the benefits accruing to a community from this source to see now very positive evidence of an awakening to its value all over the country, in schools and in the industries particularly, and to find definite ideas expressed with regard to its literature. We may now say quite explicitly that there is a public demand for books on art as found in museums, but of the kind which are instinct with helpfulness. The Metropolitan Museum of Art has begun to recognize this need, and to offer books planned to help fill it, in so far as its obligation is concerned.

At the Metropolitan Museum, the activities connected with the sale of the books and other material illustrative of its collections—photographs, color prints, etc.—have hitherto been relegated to a cramped, makeshift corner of the Entrance Hall, along with other kinds of service rendered, like the giving of information and permits, and the selling of admission tickets; but new quarters have just been provided for the performance of all these functions, in proximity to the main door, where, with ampler space, the stock of books and prints is shown to advantage and the work of salesmanship is more easily carried on, to the greater convenience, it is hoped, of the public.

A word about this shop may not be amiss. To gain light and the effect of cheerfulness (the room being ill supplied with daylight), its walls and woodwork have been painted in shades of yellow, the showcases, book shelves and cabinets being lined with birch; the counters are provided with glass cases for the display of open books, prints, postcards and photographs, and upon which new books may be stacked in approved fashion. Special conveniences for the storage of stock have been arranged behind the counters, and, so far as possible, shop methods have been followed. An adjoining room has been comfortably set with tables and chairs for those customers who demand time for the consultation of the record files of photographs and color prints, which are kept here in cases for consideration in selection and for the making of lists.

So it is hoped that the readers of *The Publishers' Weekly* who are professionals in the art of selling books will drop in to see this small shop, even if they do not think a museum can run a *bona fide* store, and be made welcome as, shall we say, those whose encouragement it is desired to gain.

Canadian Tariff on American Magazines

CANADA has decided that, for importation classification, American magazines "not containing a reasonable amount of critical and descriptive matter" will be classed as unbound novels and must pay a duty of 25%.

English Law for Book Publishers

A VALUABLE book for American publishers doing business in England has just been written by D. Mackay Cloutman, attorney, and Francis W. Luck, solicitor to the Federation of Master Printers and Allied Trades of Great Britain and Ireland. The volume is entitled "The Law Relating to Authors and Publishers," and will be handled in the United States by the *Publishers' Weekly*. It will help the publisher in his arrangement with authors or in protecting the interest of both. An octavo volume of 135 pages, indexed, it covers such subject as "Contractual Relationship of Authors and Publishers," "Authors' Assignments," "Formal Requirements and Titles," "Copyright," "Infringement," etc. W. B. Maxwell, the novelist, and chairman of the English Society of Authors, writes a preface.

One question that the American book-trade often asks is "What is the present status of Stationers' Hall, the place of registry?" The Stationers' Company have today established at Stationers' Hall a voluntary register for books and fine art publications. This register is not kept pursuant to any statute, and the entries are simply for the purposes of record and to provide evidence of the existence of the work on a given date in the event of an alleged infringement of copyright. A wide range of publications will be accepted, and the words "Registered at Stationers' Hall" may be added to any registered work.

The law in regard to deposit is as follows: The publisher of a book must deliver a complete copy to the British Museum within one month after publication, the copy to be finished in the best manner in which the book is published and to be printed on the best paper. Upon receiving written demand from the authorities having control of certain libraries, the publisher is again bound to supply a copy and in this case the copy shall be on the paper of which the largest quantity is printed. The libraries having this power are the Bodleian at Oxford, the University Library at Cambridge, the Library of the Faculty of Advocates at Edinburgh, and that of Trinity College, Dublin, and also the National Library of Wales.

Custom House Discusses American Authorship

IN June the Macmillan Company received thru the Custom House its annual importation of "The Statesman's Yearbook," 1,800 copies. The usual invoice forms were in correct shape and the firm expected to pay 15% duty on the invoice, as usual. To their surprise, the Custom House sent word that the duty would be 25%. This has been done under the provision of the tariff act that books of American authorship must pay an additional 10% duty. There was no indication in the book that the volume *was* by an American author, but, as it was anonymous, the Custom House proceeded to assume that because there were American statistics in it, therefore there must be some taint of American authorship.

The decision was protested to the Bureau of Customs in Washington, and in August there was a decision upholding the local authority and advising that they might secure a hearing before the United States Customs Court. The company felt that a court procedure on so fantastic a decision was uncalled for. The case was such unusual Custom House practice that the matter came to the attention of the press, and both the *Times* and the *World* carried comment on the decision. This public comment caught the eye of the Custom House authorities, and the Macmillan Company has just had word that the decision has been reversed.

Many publishers are not aware of the two rates of duty, as the number of books by American authors that are imported from abroad is almost negligible. When the tariff came up for its latest revision, the new bill proposed as tariff on books 20%, which would include library importations. The booktrade promptly protested to the Congressional Committee, pointing out that the 15% of the past had been ample to represent the difference between the cost of production in the countries and that there had been a decrease rather than an increase of importations. They also protested against the rates on libraries as not being called for by any emergency or income need. The American Library Association very naturally opposed the introduction of a duty on their im-

portations, and they suggested to the printers who favored high tariffs that Congress might put 25% duty on books by American authors and keep the former 15% on books of foreign authorship. No evidence was brought out in the hearing to show any American activity in importing foreign made editions of American authors, but the increase was proposed by the Congressional Committee and was so passed.

If the Custom House should continue to declared that all anonymous books were to be classified as of American authorship, it would have been a great injustice and serious loss to American book distribution. The office of *The Publishers' Weekly* had an experience similar to that of Macmillan last spring, and even more surprising than that on "The Statesman's Yearbook," because "The English Catalogue" of 1926, which was under question, had neither any American authorship, nor any facts about America.

Bishop of London on American Schoolbooks

THE question of the teaching of history in American schoolbooks, which has reached such a crisis in the schools of Chicago, was made the point of discussion by the Bishop of London in his address before the American Legion on Sunday, October 9th:

"I believe with all my heart," declared the Bishop, "I have said it many times while in America, that the whole future of the world depends upon our two nations keeping together in bonds of love, fellowship and understanding.

"I am perfectly certain that the young people in the schools of your great country are not taught to love Britain as they should do; indeed, I have been assured by your young men with whom I have conversed that they have been taught to hate this country. This business must be taken in hand, for it is from the point of view of both countries a serious thing."

Too Literal

"Is this a free translation?" asked a customer in a bookshop.

"No, sir," replied the clerk. "It will cost you two dollars." —*Pathfinder*.



George Shively

Eastern Representative for Bobbs-Merrill

GEORGE SHIVELY, who has been connected with the educational department of Harcourt, Brace & Company since January, 1920, and in charge of the college department since 1921, has become eastern editorial representative for Bobbs-Merrill Company, with headquarters on Madison Avenue.

Mr. Shively is an Indiana man, thirty-four years old, the son of B. F. Shively, well-known Republican leader of Indiana and U. S. Senator for eight years until his death in 1916. His mother was daughter of the Solicitor General of the United States under Cleveland. Graduating from Indiana University in 1916, Mr. Shively took a year at Yale Graduate School, leaving in May to enlist in the ambulance service of the French Army. He had nearly two years in France and Germany and various sections of the front. He was wounded in July, 1918, and was able to return to the front just before the armistice. He has the decoration of the American Distinguished Service Cross and the French Croix de Guerre. Mr. Shively is also an author in his own right, and has

published "Initiation" and "Sabbatical Year," published by Harcourt, Brace & Co. in 1925 and 1926.

Personal Notes

C. S. EVANS, of Wm. Heinemann, Inc., London, is in America on a short visit.

PROSPER VERHEYDEN, of the Planten Museum, Antwerp, has returned to Europe after a short business trip in Eastern cities.

GEORGE PALMER PUTNAM, who divides his time between publishing and exploring, has just returned with his son, David, after a four months' absence in Baffin Land. He made some discoveries about the true size of Fox Land, which is much smaller than has been supposed, and about geological and natural conditions there. He will now remain, for a while at any rate, at his office in New York. David is putting the finishing touches on his book, "David in Baffin Land."

JOHN APELER, formerly with Doubleday, Page & Company, will cover publishers' advertising for "Books," the *Herald Tribune* Weekly Review of Literature, assisted by Bert Moyer.

Business Notes

PITTSBURGH, PA.—A petition in bankruptcy is reported to have been filed against Priscilla Guthrie's Book Shop.

NEW YORK CITY.—The corporate name of the Reagil Co. has been changed to Campbell & Leunig, Inc. As formerly the officers are Charles A. Leunig, president and secretary, and Courtney Campbell, vice-president and treasurer.

Change of Publication Dates

PAYSON & CLARKE, LTD.

"Dolls" (The Collector's Library), by Esther Singleton, from October 17th to November 5th.

"Yankee Doodle-Do" (A Collection of Songs of the Early American Stage), by Grenville Vernon, from October 17th to November 15th.

"Beyond the Bund," by Philip Kerby, from October 17th to November 10th.

"Albert Sterner—His Life and His Art" (Contemporary American Artists), by Ralph Flint, from October 10th to November 5th.

"Why Men Hate Women," by Gelett Burgess, from October 17th to October 24th.

"The African Saga" will be released November 14.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

American cardinal readers; primer; ed. by
Edith M. McLaughlin. 98p. il. (col.) D c.
N. Y., Benziger Bros. 72c.

Anderson, William James

The architecture of the Renaissance in Italy;
5th ed., rev. and enl. by Arthur Stratton. 327p.
(4p. bibl.) il. diags. O '27 N. Y., Scribner
\$7.50

Anonymous

The cannoneers have hairy ears; a diary of
the front lines. 351p. O [c.'27] N. Y., J. H.
Sears \$2.50

The war as observed by a hard-boiled artilleryman.

Anonymous

Miss Tiverton goes out. 315p. D (Novels
of distinction) [n.d.] N. Y., Grosset \$1

Arden, Clive, pseud. [Lily Clive Nutt]

The veil of glamour. 343p. D (Popular
copyrights) [c.'26] [N. Y., Grosset] 75c.

Asquith, Margot [Mrs. Herbert Henry Asquith]

Lay sermons. 251p. front. (col. por.) D
[c.'27] N. Y., Doran \$2.50

Chapters on taste, fashion, character, marriage, and
other topics.

Atkey, Bertram

Smiler Bunn, gentleman-adventurer. 296p.
D c. N. Y., Dial Press \$2

Exciting adventures on the borderland of crime.

Avey, Albert Edwin

The function and forms of thought. 407p.
(4p. bibl.) O [c.'27] N. Y., Holt \$2.50

"An elementary text in methodology and logic
based upon symbolic principles."

Balzac, Honoré de

Père Goriot; tr. by Katharine Prescott
Wormeley. 348p. il. D (Beacon lib. of fiction
classics) '27, c.'85-'13 Bost., Little, Brown \$2

Barbusse, Henri

Jesus; tr. by Solon Librescot. 235p. O [c.'27]
N. Y., Macaulay \$2.50

A new interpretation of Jesus' life, written in
autobiographical form.

Barclay, Sir Thomas

The wisdom of Lang-Sin. 255p. D [c.'27]
N. Y., Century \$2

A book of precepts with their reasons for the con-
duct of life, purporting to be the sage advice of an
old Confucian philosopher called Lang-Sin.

Beard, Patten

Pillow-time tales. 96p. il. (pt. col.) O [c.'27]
Chic., Rand McNally \$1

Stories told by the pillow-fairy to a little boy who
learned to go to bed every night without complaining.

Blackburn, Barbara

The season made for joy. 291p. D c. N. Y.,
Dial Press \$2

A story of modern English youth.

Bojer, Johan

The great hunger; tr. by W. J. Alexander
Worster and C. Archer. 327p. D (Novels of
distinction) [c.'19] N. Y., Grosset \$1

Boyd, Thomas Alexander

Through the wheat; il. by Capt. John W.
Thomason, jr. 268p. O '27, c.'23, '27 N. Y.,
Scribner \$3

A new edition of this book of war stories illus-
trated by the author-illustrator of "Fix Bayonets."

**Borden, Mary [Mrs. E. L. Spears; Bridget
MacLagan, pseud.]**

Flamingo. 418p. D c. Garden City, N. Y.,
Doubleday bds. \$2.50

A novel of New York—its shifting scenes on
Broadway, Park Avenue and in Harlem.

Boylston, Helen Dore

"Sister"; the war diary of a nurse. 202p.
D '27, c.'25, '27 N. Y., Ives Washburn \$2

The experiences of an American girl in a front-
line dressing station during the World War.

Annett, F. A.

Electric elevators. 437p. il. O '27 N. Y., McGraw-
Hill \$5

Billberg, Eddy E.

In the land of the Chippewa; a true blue story of

the last Indian outbreak in America. 128p. il. map
O [c.'27] [Minneapolis, Syndicate Pr. Co.] pap. \$1

Boericke, William

Pocket manual of homœopathic materia medica;
9th ed., rev. and enl. 1050p. S '27 N. Y., Boericke
& Runyon, 200 Sixth Ave. flex. lea., \$8

Bradfield, B.

A little book of the League of Nations, 1920-1927. 112p. S '27 N. Y., G. E. Stechert pap. 50c.

Brent, Loring

Who dares? an adventure story. 256p. D (Chelsea House popular copyrights) [c.'27] N. Y., Chelsea House 75c.

Brown, Clara M., and others

Clothing construction. 250p. il., diagrs. D [c.'27] Bost., Ginn \$1.72
By members of the faculty of the University of Minnesota.

Brown, John, M.D.

Rab and his friends. 58p. il. (col.) D (Lippincott's children's classics) [c.'27] Phil., Lippincott 75c.

Bruce, Harold R.

American parties and politics; history and rôle of political parties in the United States. 421p. (bibls.) maps O (Amer. political science ser.) [c.'27] N. Y., Holt \$3.75; students' ed., \$3

Bruce, Henry Addington Bayley

Your growing child. 417p. (6p. bibl.) O c. N. Y., Funk & Wagnalls \$2.50
A book for parents and teachers on the problems of various types of children.

Burgess, Robert Wilbur

Introduction to the mathematics of statistics; ed. by John Wesley Young. 312p. diagrs. D [c.'27] Bost., Houghton \$2.50
The author is senior statistician with the Western Electric Company.

Bruhn, Martha Emma

Elementary lessons in lip reading (the Müller-Walle method). 246p. D c. Lynn, Mass., Nichols Press \$2.50

Burns, Walter Noble

Tombstone; an Iliad of the southwest. 397p. O c. Garden City, N. Y., Doubleday \$2.50
The true and thrilling story of a frontier town in southeastern Arizona.

Burpee, Lawrence J., ed.

Journals and letters of Pierre Gaultier de Varennes de La Vérendrye and his sons; with correspondence between the governors of Canada and the French court touching the search for the western sea. 571p. (9p. bibl.) maps O '27 Toronto, Ont., The Champlain Society buck. \$10

Burton, Ernest Dewitt, and Mathews, Shailer

The life of Christ; rev. ed. 409p. (bibl.) front. (col. map) D (Univ. of Chic. pub'ns in religious educ.; constructive studies) [c.'27] Chic., Univ. of Chic. Press \$2

Bryant, Mrs. Lorinda Munson

The children's book of American landmarks.

114p. il. O [c.'27] N. Y., Century \$2.50
Pictures and stories of American landmarks in an informative book for children, uniform in format and binding with the author's "Children's Book of Celebrated Sculpture," etc.

Callwell, Major-General Sir Charles Edward

Field-Marshal Sir Henry Wilson, his life and diaries; 2 v. 376p.; 396p. il., maps O '27 N. Y., Scribner \$10, bxd.
The frank story of a man who was chief of the English Imperial General Staff during the World War, with a preface by Marshal Foch.

Carter, Hugh

The social theories of L. T. Hobhouse. 145p. (5p. bibl.) O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$1.50

Carver, Gertrude Nason

Outside Eden. 46p. D (Contemporary poets, no. 58) [c.'27] Phil., Dorrance bds. \$1.50

Chadwick, George B.

Chuck Blue of Sterling. 292p. il. D [c.'26,'27] N. Y., Century \$1.75
A story for boys of the first year of college life.

Chambers, Whitman

Don Coyote. 304p. D c. N. Y., Rae D. Henkle Co. \$2
An exciting tale about a Don Quixote of our western Sierras.

Christian ethics. 152p. D c. Phil., Univ. of Penn. Press \$1.50

Five lectures delivered at the University of Pennsylvania in 1927 under the George Dana Boardman Lectureship in Christian Ethics.

Clarkson, R. P.

The hysterical background of radio. 270p. D c. N. Y., J. H. Sears \$2
The history of radio told in sprightly fashion.

Cleaves, Charles Poole

The city of open air, and other verse. 119p. D [c.'27] Concord, N. H., Rumford Press bds. \$1.25

A book of inspirational poems.

Clendening, Logan, M.D.

The human body. 421p. il., diagrs. O c. N. Y., Knopf buck. \$6
Complete instruction about the structure of the human organism and its diseases, for the average citizen.

Clifford, Sir Hugh Charles

The further side of silence; il. by Mahlon Blaine. 422p. O '27 c.'16,'27 Garden City, N. Y., Doubleday \$2.50
A new edition of a book of stories about medieval kingdoms in the Malay jungles.

Close, Upton, pseud. [Joseph Washington Hall]

Moonlady. 383p. D c. N. Y., Putnam \$2
A love story that reveals the spirit of the young Chinese who are remaking their country.

Breed, Frederick Stephen, and French, William C.

The Breed-French speller. 257p. il. D [c.'27] Chic., Lyons & Carnahan 72 c.

Brenckley, W. E.

Inorganic plant poisons and stimulants; 2nd ed., rev. and enl. various p. (bibl.) il. O (Cambridge

agriculture monographs) '27 N. Y., Macmillan bds. \$3.50

Day, Vincent S.

The warm-air heating research residence in zero weather. 27p. (bibl. footnotes) il. diagrs. O (Univ. of Ill. bull., v. 24, no. 35) '27 Urbana, Ill., Univ. of Ill. pap. 15 c.

Coatsworth, Elizabeth Jane

The cat and the captain; il. by Gertrude Kaye. 95p. il. (pt. col.) S (Little lib.) c. N. Y., Macmillan \$1
A story for little folk about the biggest, blackest cat that ever lived.

Cobbett, W.

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The Rembrandt drawings and etchings, with critical reassignments to pupils and followers [lim. ed.]. 166p. il. F c. N. Y., Scribner buck. \$12, bxd.

Walker, Robert Sparks

My father's farm [verse]. 123p. front. D [c.'27] Bost., Four Seas \$2

Washburne, Mrs. Marion Foster [Mrs. William Albert Wotherspoon]

Old fashioned fairy tales; retold from the poetic version of Tom Hood. [New ed.] 104p. il. (col.) O [c.'09] Chic., Ran, McNally \$1

Webster, Henry Kitchell

The beginners. 308p. D [c.'27] Ind., Bobbs-Merrill \$2.50

A story of average American life—at forty-six Edward Patterson, in a rut of disillusionment, makes a new beginning.

Weld, William Ernest, and Tostlebe, Alvin Samuel

A case book for economics. 521p. O [c.'27] Bost., Ginn \$2.80

Applying the principles of economics to actual conditions in present-day life.

White, Edward Albert

American orchid culture. 227p. il. (pt. col.) O c. N. Y., A. T. De La Mare bds. \$4.50

For the commercial grower and the enthusiastic amateur.

Witwer, Henry Charles

Bill Grimm's progress. 341p. D (Popular copyrights) [c.'25, '26] N. Y., Grosset 75 c.

The classics in slang. 337p. D '27 c.'20-'27 N. Y., Putnam \$2

A prizefighter, in order to please the girl he loves, reads some of the classics and writes synopses of them in his own language.

Woods, Alice [Mrs. Eugene Paul Ullman]

The gilded caravan. 309p. D c. N. Y., Minton, Balch \$2.50

A young American couple, too rich to be ambitious, enjoy life as they find it on the French Riviera.

Woolbert, Charles Henry

The fundamentals of speech; a text book of delivery; rev. ed. 549p. D '27 c.'20, '27 N. Y., Harper \$2.25

Worthen, Edmund L.

Farm soils: their management and fertilization. 410p. D (Wiley farm ser.) '27 N. Y., Wiley \$2.75

Wyand, Fred B.

The misunderstood Christ; introd. by Guy E. Snaveley. 222p. front. (por.) D c. [Monte-rey, Va., Author] \$1.50

Wyss, Johann David

The Swiss Family Robinson; il. by Arnold Hall. 414p. il. (pt. col.) O (Minton, Balch lib. of illustrated classics) [n. d.] N. Y., Minton, Balch \$2.50

Yeziarska, Anzia

Bread givers; a novel. 305p. D (Popular copyrights) [c.'25] N. Y., Grosset 75 c.

Zeitlin, Jake

For whispers and chants [lim. ed.]. 20p. front. (col.) Q c. San Francisco, Lantern Press bds. \$2.50

A young poet's first work, with a foreword by Carl Sandburg.

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

Ali Baba, and other plays. Joseph, H. H. \$1.50

Amaranth and Myrtle. Morgan, B. P. \$1

American cardinal readers; primer. 72c. Benziger Bros.

American government and citizenship. Martin, C. E. \$6

American orchid culture. White, E. A. \$4.50

American parties and politics. Bruce, H. R. \$3.75; \$3

Knopf

A. T. De La Mare

Holt

- Analytic geometry. Mason, T. E. \$2.40 Ginn
- Animal stories the Indians told. Johnson, E. B. \$2 Knopf
- Anthropos and son of man. Kraeling, C. H. \$2 Columbia Univ. Press
- Architectural details. Halstead, F. \$3.50 Wiley
- Architecture of the Renaissance in Italy, The. Anderson, W. J. \$7.50 Scribner
- Autobiography of Joseph Scaliger. Robinson, G. W. \$2.50 Harvard
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- Banner of the bull, The. Sabatini, R. 75c. Grosset
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 Zig-zag tales. Isbell, M. \$1.75 *Gem Pub. Co.*

The Field of Old and Rare Books

This Weekly Department is Enlarged in the Third Issue of
 Every Month

The James Boswell Papers

*Contents of the Famous "Ebony Cabinet" Discovered, Purchased
 and Brought to America, and to be Published*

THE letters, documents, diaries and manuscripts in the famous "ebony cabinet" mentioned in the will of James Boswell, biographer of Dr. Samuel Johnson, have been discovered, purchased, and brought to this city by Colonel Ralph H. Isham, well-known banker and a leading Boswell-Johnson collector, on the steamship *Majestic* on September 20th, and have been carried to his Glen Head home, there to be held intact during his life, and in due time to be edited and given to the world. Chauncey B. Tinker, of Yale University, has pronounced the collection the greatest literary discovery of this century.

Just what this collection cost will probably never be known. Colonel Isham declined to disclose the price he paid as a result of a pledge he gave to Lord and Lady Talbot de Malahide, from whom the purchase was made. There have been rumors that he has been offered \$750,000 for the collection, and that it was insured in transit for a large sum, one paper says £20,000, another \$570,000, but apparently this is all guess work. Colonel Isham is not discussing the price paid with anybody.

The Boswell Papers were rescued from Auchinleck Castle in Scotland, the one-

time estate of James Boswell, biographer of Dr. Johnson, by Boswell's great-great-grandson, Lord Talbot de Malahide and Lady de Malahide and taken to their present castle in Ireland. Some of the letters and manuscripts had apparently been thrown about in an old lumber room in the Boswell home. Among those so ill-treated was that of the manuscript of the book which placed its writer at the head of biographers and brought him immortal literary fame, "The Life of Dr. Samuel Johnson." Water from a leaky ceiling had fallen on it and the outer pages had been absolutely ruined when they dried out later. Only thirty pages, it is said, could be saved, and these Colonel Isham brought home with him, repaired by the application of gauze by a skillful London bookbinder. The manuscripts in the "ebony cabinet" are in perfect condition, bright, clean and sound, tho somewhat yellowed with age.

A comprehensive résumé of the Boswell Papers is not now available and will not be for a long time. The papers consist of scores of autograph letters, diaries, and the like, written by and to Boswell, almost none of which have been published

or referred to, and which fill many gaps in the world's knowledge of Boswell and the great literary and political minds of his time with whom he was associated. This material, of the greatest importance to the literary world, had dropped so completely out of sight that it was believed to have been destroyed, if it had ever been preserved. Its discovery now creates a literary sensation, perhaps without a parallel, and the capture by an American collector of this prize is further evidence to our English friends that our collectors are wide-awake and losing no great opportunities that come their way.

The "ebony cabinet," to enumerate a few items, has yielded the entire manuscript of Boswell's "An Account of Corsica"; letters from Boswell to William Pitt the elder; letters from Boswell to Johnson, Burke, Malone, and William Temple, with replies to most of the correspondence; Boswell's letters to his wife, his son, and other members of his family; letters from Voltaire, Rousseau, Burns, and other great literary lights, to Boswell; manuscript poems by both Johnson and Goldsmith, and similar material too numerous to mention here.

This material is not all dryly literary, for the human element is by no means lacking. In his day Boswell was known as somewhat of a lady's man. For instance, one of the items is Boswell's own naïve account of an evening spent calling upon Mrs. Rudd, who was famous for her charm. He began this eight-page tale as soon as he returned from Mrs. Rudd's home, for at the top he inscribed, "London, between 1 and 2 A. M. in the morning of 23 April, 1776." He did not com-

plete it, however, until the morning of the second day, for he notes at the end of the first half that he had decided to go to bed. At the top of this manuscript he has this self-explanatory notation: "To my Wife, but not sent."

In this intimate revelation Boswell tells of his resolve to call on the famous Mrs.

Rudd, of the pre-text found, and finally of his meeting with her. Their highly cultivated conversation had not proceeded long before he brought the subject around to love. "You have the reputation of being a sorceress; you have the power to enchant," he told her. When she denied this with pretty modesty he leaped to his feet and assured her he knew it was true because she had enchanted him. He "seized her silken hand" at this point and a moment later found occasion to kiss it—"experimentally," he adds. And so on, thru the evening. When she

spoke of never hoping for happiness and gave tranquility as the ideal of life which she had finally set for herself, he recommended love as the path to happiness. Once when he noticed that the light from the candles was hurting her eyes he removed them with a gesture. Then, with a greater gesture, he cried that he could not have her beauty so obscured and put a candle back where it would illumine her face. His whole account is done with the broad pen strokes of a man writing ardently and swiftly.

Another notable group in the collection consists of Boswell's love letters to Isabella de Zuylen, whom he met at Utrecht and whom he addressed as "Zelide." There are more than a score of love letters to his "Peggie" (Margaret Montgomery) whom



Colonel Ralph Isham

he married. There is Boswell's letter proposing marriage, and asking her to study it in her own room, and there is her reply accepting his proposal. Both letters are folded into narrow packets as they were when delivered. On the back of Peggie's reply Boswell, who had corresponded indefatigably with the greatest men of his times, wrote that this was the most valuable letter he ever received. And there are many letters from Boswell to his sons, revealing him as a thoughtful, considerate and affectionate father. There is also the marriage contract, signed by Boswell and Miss Montgomery and witnessed by Dr. Johnson and General Pascal Paoli, an intimate friend. Another item thoroly characteristic of Boswell is a letter, or memoranda, relating to a visit to David Hume, when the philosopher knew he was dying, summing up his views on religion and the hereafter.

While in England Colonel Isham had this material arranged and put in handsome red morocco bindings with the Bos-

well bookplate reproduced in gold on the cover. Within it is marked indelibly that the collection was purchased from Malahide castle in Ireland.

Speaking of his new "find" Colonel Isham said:

"I regard this collection of Boswell Papers as a trust. I shall keep it in my own collection, where it will always be available for students. They may be dissipated by my heirs but so long as I live they will remain intact. In due time this material will be prepared for the press, published and given to the world." Collaborating with Colonel Isham will be Geoffrey Scott, who has but recently published "A Portrait of Zelide," a romantic figure in Boswell's life.

The negotiations for the purchase of this collection has been proceeding for several years, of course, unknown to the world. The purchase of the Boswell Papers, and of the gems from the Holford Library by Dr. Rosenbach furnished two examples of the higher art of book hunting.

Private Presses and the Books They Have Given Us

Will Ransom

IV

The Kelmscott Press

"AFTER the lecture Father was very much excited. The sight of the finely proportioned letters so enormously enlarged, and gaining rather than losing by the process, the enlarging emphasizing all the qualities of the type; his feeling, so characteristic of him, that if such a result had once been obtained, it could be done again, stirred in him an overwhelming desire to hazard the experiment at least. Talking to Emery Walker on the way home from the lecture he said to him, 'Let's make a new fount of type.' And that is the way the Kelmscott Press came into being."

So Miss May Morris describes the effect

of Emery Walker's lecture before the Arts and Crafts Exhibition Society on November 15, 1888, "the first certain date" in the history of the Press. From that one sentence, and the idea behind it, came the release of typography from its then state of lethargy. The revival of good printing, beginning then and even now continuing, is only one element of a great unfolding of human consciousness which was bound to transpire, but everything must have an initial stimulus, an immediate cause, and William Morris supplied it. What manner of man was this who served so beneficent a purpose?

Born March 24, 1834, William Morris

was fifty-four years old on this date when he added the last and greatest activity to a life already full. He had been poet, painter, prose romancer, designer in many media, student of economics, and street orator, and a notable figure in all. Any one of these would keep the average man



First page of the Kelmscott Chaucer

busy, but in Morris they were not so much different activities as they were phases of one great ideal—to make life beautiful. He combined vision, sympathy, discrimination, and accomplishment in a magnificent unity which expressed vivid life in everything he did.

His major expression was design, and in him it was "not only an elaborate and self-conscious thing, but it sprang, as it should do, and as it did spontaneously in the Middle Ages, out of the quality, the very nature of the material and the personality of the craftsman." The richness of pattern in his designs was only an evidence of growth, of an evolution which need never, could never, stop. Yet every one of his patterns had a simple fundamental idea, their apparent complexity being only the natural division, subdivision, and growth of that idea.

"In furious earnest about everything he undertook," all his qualities were present

in every endeavor. He understood—no one better—the interdependence of ideas, art, and affairs, and devoted that wisdom to making useful things beautiful. When he turned to printing, he brought to it a rich equipment of poetry, craftsmanship, and Socialism. His personal craft was almost entirely with the pen, in either writing or drawing. And what an immense amount of drawing alone he turned out! Two type designs and six hundred and forty-four initials and decorations for the Kelmscott books within five years, making some of the woodcuts himself, and all interspersed among many other duties and demands.

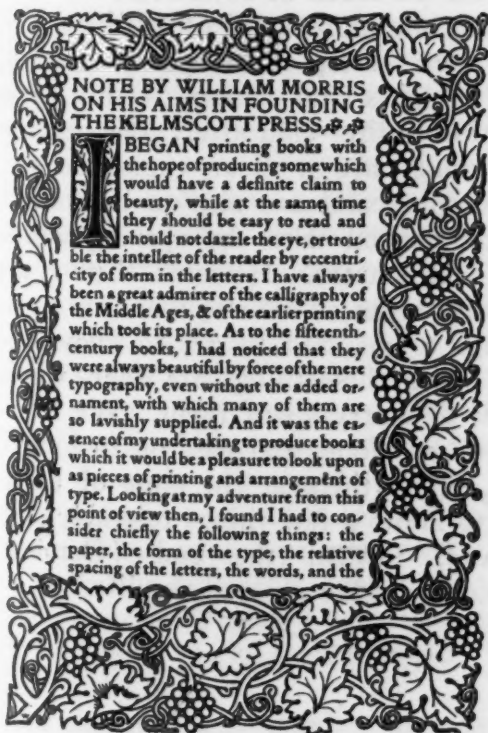
Following the initial impulse, Morris went deep into all the materials and processes of printing. He started from his natural medieval viewpoint. Cobden-Sanderson said: "Morris found beauty in the old manuscripts, in the work of early printers, in all medieval things, but, in being guided by their influence, it was not blindly. He took the beauties and discarded the blemishes. He reverted to many old mechanical methods, not because they were old but because they were the best means of securing certain desired results."

William Morris's approach to the craft of printing is most accurately expressed in the familiar "Note on His Aims in Founding the Kelmscott Press." "I began printing books with the hope of producing some which would have a definite claim to beauty, while at the same time they should be easy to read and should not dazzle the eye, or trouble the intellect of the reader by eccentricity of form in the letters. . . . I found I had to consider chiefly the following things: the paper, the form of the type, the relative spacing of the letters, the words, and the lines, and lastly the position of the printed matter on the page." That is all strictly confined to fundamentals. Only when those are established does he consider embellishment. Not until the last paragraph of the Note does he say: "It was only natural that I, a decorator by profession, should attempt to ornament my books suitably: about this matter I will only say that I have always tried to keep in mind the necessity for making my decoration a part of the page of type." All of which means that the page of a book must be considered as a whole; paper, type, and decora-

tion each contributing to honest and sensible unity.

Insisting always on the best materials and workmanship, he considered it "a matter of course" to use hand-made paper, wholly of linen, hard (well-sized), and laid, but with the wire-marks showing only faintly. That standard remains unquestioned, tho fine paper may be as well wove as laid, the wire-marks affecting only appearance, and a softer finish is gentler and more flexible under the fingers, without sacrificing quality.

Four sizes of paper were made for the Press by J. Batchelor & Sons, Little Chart, Kent. The first was eleven by sixteen inches, water-marked with a conventional primrose between the initials W M. The size of the sheet was doubled for "The Golden Legend" and later large quartos. For the "Chaucer" a sheet slightly larger and thicker was made, the watermark being a Perch with a spray in its mouth, and

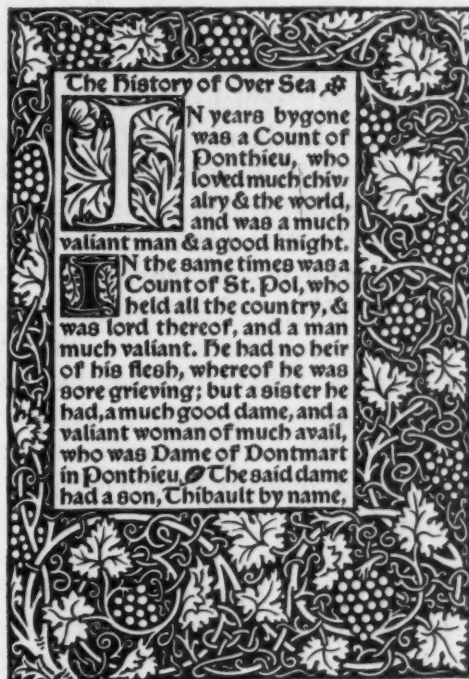


The famous "Note"

the initials. The third size was thirteen by eighteen inches, marked with an apple and W M.

"By instinct rather than by conscious thinking it over, I began by getting myself a fount of Roman type." One would suppose that his tendency toward medievalism

and his familiarity with manuscripts and their Gothic letters would have led him directly to them, but in that case his influence on current and future typography would have been much less. Not that he made the choice for that reason; instinct chose the path of most importance. Roman type was then, as now, the familiar medium of printing. If he had produced only the



From one of the small quartos

Gothic types, Troy and Chaucer (really one design, the only difference being in size), Kelmscott books would have been something apart from common affairs, limited in appeal and influence. The Golden type was not only a magnificent gesture of dissent from the weak and awkward faces of the period; it was also a pattern for future development. It took its name from "The Golden Legend," which was to have been the first book printed with it, tho delayed and not mentioned until the List of December, 1892. The Troy type was named from "The Recuyell of the Historyes of Troye," its first appearance being in an announcement of that book. The Chaucer face is self-explanatory; a smaller size was necessary for the double columns.

"The relative spacing of the letters, the words, and the lines" is really only a matter of common sense, tho the common sense of the artist rather than the layman.

But "the position of the printed matter on the page" is the most difficult problem in book design. He rediscovered the secret of page placement, customary among the scribes and early printers, which lies in considering an opened pair of pages, rather than a single page, the unit.

So, with all these things in mind, type was designed and cut, paper made, premises and press provided, and on Saturday, January 31, 1891, the first proof, a page of "The Glittering Plain," was pulled. At this time Morris was living in the house in Hammersmith which he occupied from 1878 until his death, retaining at the same time his tenancy of Kelmscott Manor, near Lechlade, Oxford, which he had held since 1871. But the Kelmscott Press was not an attic affair; it was installed in a cottage at No. 16, Upper Mall, Hammersmith. Very soon it was moved next door to a larger cottage, and later another small house was taken in addition. At the beginning, William Bowden, a retired master-printer, was the only workman, but the enthusiasm following the first proof seems to have stimulated activity, for almost immediately Bowden's son, W. H., later to become overseer of the Press, was engaged. The first sheet was printed on or about March 2, and one Giles, a pressman, was temporarily added to the force until "The Glittering Plain" was completed.

The first Kelmscott book was dated April 4, but was not issued until May 8, 1891. The date, of course, is that of printing the last form and the interim represents the time consumed in binding. That was done, not only for this, but for all the issues of the Press, by J. & J. Leighton. During the succeeding seven

years, ending with the "Note and Description" of March 24, 1898, fifty-three books (including the first), in sixty-five volumes, were printed.

The initial equipment consisted of an Albion hand press and a small proof press. In November, 1891, with the 1286 pages of "The Golden Legend" not half done, another Albion was added. Later, when the Chaucer was under way, a third was necessary.

To me, there are three kinds of Kelmscott books. In one group are the small quartos and 16mos, such as the Old French Romances and the first six; jolly, friendly, humanistic little volumes. Then the rest of the list, except one. And the Chaucer. Mr. Ricketts probably intended to be a bit supercilious when he said "it should be read at a lectern," but he spoke truth. For monumental splendor and vivid beauty it has not and can hardly be surpassed. Type, decorations, the Burne-Jones illustrations, presswork and binding blend into a Book beyond the reach of adjectives.

Just one more word of William Morris the man. Deep in everyone, coloring all his thoughts and actions, is his personal relation to life—and after. His statements, following, are a clear exposition of his philosophy, and are also to be considered in comparison with the opening words of the next chapter. He said: "Life is a progressive series of efforts; there are so many things to do, and to get to know about; and when these things are done, we don't want to worry about them. We had best leave 'em alone, and pass on to something else. And then, at the close of Life, we get to know a few things tolerably well."

And, toward the end (October 3, 1896): "I have enjoyed my life."



A Seventeenth Century Publisher's and Author's Announcement

Robert Cecil MacMahon

ONE of the most interesting subjects in the history of printing and publishing is the relation of publisher, or printer-publisher, to the public. In the earliest books there was no problem of popularizing an author, as the new art began with Bibles, Church Books, Greek and Latin Classics. The printer-publisher, however, appears already in the fifteenth century with his broadsides of published books. Aldus Manutius is the first to take his public regularly into his confidence by his prefatory letters, addressed it is true to notable persons, but intended as an "apologia pro vita sua."

With Aldus we get a new functionary in printing, the "corrector." His descendants are with us today in a somewhat attenuated form and function in the person of the proof-reader. The "corrector," however, at the Aldine Press was a scholar of reputation who not merely corrected the proofs but amended texts and added notes. Erasmus, himself, besides seeing thru the press of Aldus that famous edition of his collection of proverbs, the "Adagia," is said also to have acted as a "corrector" on other books. Nor did Aldus fail to show his own learning in such editorial labors on the Greek and Latin texts he published. This tradition of the scholar-printer was maintained up to the nineteenth century by men such as Ambroise Firmin-Didot whose excellent collection of the ancient classics was partly read by himself.

With the increasing number of printers and books published it needed more than a broadside to advertise the titles. Moreover, with the large quantity of books came keener competition—books would not sell themselves. This led to the germ of modern publicity methods. Doni's "Library" in the sixteenth century in Venice was a fluent description of men and books intended to promote an interest in literature and reading. It is too generally taken for

granted that early books were printed in small editions because early printing presses were mechanically primitive. While it is true that only a single sheet could be printed on the old hand press, quantity could be obtained by enlarging the number of presses used. Of a folio edition of the classics but three or four hundred might be printed, but a popular work might be issued in several thousand. So when that famous best seller by Erasmus, "In Praise of Folly," came out at Paris many thousands were printed in a few weeks—all the presses of the city were employed on the job. This cooperative work was natural as under the guild system the "sworn booksellers" (i.e., printers, publishers and booksellers) would be bound together in a close corporation. These popular editions were as cheap relatively as our modern editions and were discarded and destroyed almost as readily. Hence today many of these "parerga" are rarer than the folios whose mere bulk and cost led to respect and preservation.

Altho England, thanks to Caxton, started printing early she was not able to compete with the continent for over a century. Shiploads of Italian, French and German publications were brought over in exchange for English money, gained more easily by the sale of English woollens. Home protection to English bookmaking merely delayed the advance of civilization. As it was, foreigners came in as printers and many English books of importance were printed abroad. The great burst of Elizabethan literature put a new face on the matter and, by the end of the sixteenth century, English printing needed no special favors. The folio translations of the classics by Holland, Lodge, and the rest were frequently reprinted. Naturally, smaller books had still greater vogue. The miscellaneous or free-lance writer arises in England about a hundred years after his advent in Italy and

These Books printed for John Saywell, are to be sold at the sign of the Greyhound in Little Britain, and at the Pile of Bibles in the Stocks Fish-market, looking into Lombard street, over against the Post-house, London.

That informing piece and Catechistical Foundation, Entituled, viz.

Wollebius, his *Abridgement of Christian Divinity*; Englished, cleared, and enlarged, by Alexander Ross.

The Revelation of certain notorious Advancers of Heresie: with their effigies, and an account of their Lives, Actions, and Ends: usually annexed to ΠΑΝΣΕΒΕΙΑ, or the View of all Religions, &c.

That practical piece, entituled, viz. *The Returning Backside*. (and the *Saints Privilege*, &c.) or a Commentary on the whole 14 Chap. of *Hosea*, the third time reprinted, being one of the legitimate pieces of that truly pious Author, Dr. Richard Sibbs.

For the use of pious families, there is lately reprinted, Mr Henry Smith's *Sermons*, with *Gods Arrow against Atheists*, &c. To which are now added,

ned to the year 1640. With a large *Chronologie* of those times, by Alexander Ross once Chaplain to Ordinary to his late Majesty King Charles, the first. The true Copie whereof (by the Authors Appointment and Approbation) is distinguished by the Greyhound in the Front-piece from any other, however coloured by a pretended (though abusive) representation of the Reverend Authour in the Title page, or the delusive Vision of Birds, &c. of the pretender thereto.

An exact Collection of the choicest Secrets in *Physick* and *Chyrurgery* (both Chymick and Galenick) by Leonard Thieravant, Knight, Dr. Edwards and others.

A New *Primer*, entituled, Mr. Hoole's *Primer*; more easie and delightful for the learner than any yet extant, having 24 several representations of

Half-page from
"A View of All
Religions in the
World," title-
page of which
is reproduced
on the follow-
ing page

France. Common opinion ignores this earlier career of Grub Street, and thinks only of the more familiar shoal of writers in the times of Addison, Pope and Swift.

Alexander Ross may serve as a pattern of this seventeenth century type and his "View of All the Religions of the World" as the typical popular book. Indeed the title has a suspiciously modern sound in the present-day cargo of "Outlines." That the subject is religion merely reflects the Puritan society from which it emanated and if we change religion to "Anthropology" we will find that the subject-matter of popular consumption has scarcely varied at all—the vulgar wishes "Wonders" and gets it under various names. The edition we choose to study is already the third, and more were to come. The author apprizes us on the title that he has "enlarged and perfected this issue" and "annexed, The Lives, Actions, and Ends of certain Notorious Hereticks," "With their effigies in Copper-plates."

The printer-publisher, John Saywell, has his greyhound device in copper on the title and the arms and addresses of his two shops where the books are on sale. He adds a two-page "Booksellers Advertisement to the reader." Then follow the author's Dedication and Preface. Here the fortunes of printing gave two blank leaves. The pub-

lisher turns over three of these to Ross to advertise Ross's former publications, numbered from 1-27, also "Books not yet published, but ready for the press," numbered 1-7. The third page is devoted to a splurge advertisement of Ross's *Colloquia* (Latin Conversations), giving a list of the sections, with an N. B. reading notice below. The fourth page is Saywell's own selected list of titles, small type, double-column. How varied a hack-writer Ross was may be seen by giving a few titles: *Jewish History*; *Cento on Virgil*; *Meditations on Predestination*; *Introduction to Grammar*; *A caveat for reading the Koran*; *A Refutation of Dr. Brown's Vulgar Errors*; *A Refutation of the Lord Bacon*, Dr. Harvey, and others; *Sir Walter Raleigh's History epitomized*. Two of the above are in Latin and all the unpublished works are Latin except one.

The page of Saywell's advertisement brings back the very odor and color of Puritan England, while the form of blurb-writing could hardly be improved on today. In fact I suspect Ross himself is responsible for this praise of his own work that starts the list. It runs: "That informing piece and catechistical Foundation, entituled, viz: *Wollebius, his 'Abridgement of Christian Divinity,' Englished, cleared, and enlarged, by Alexander Ross.*" The works that fol-

low are also offered in the same engaging fashion. One writer is referred to as "that truly pious author," one book is called "that judicious piece," in another description Ross stops off to warn his readers of book-pirates, saying that Saywell's greyhound must appear on the title of any genuine edition of Raleigh's "History of the World" as epitomized by himself. The cuts for the alphabet in Mr. Hool's primer are lavishly praised. At the bottom is a general notice to "gentlemen, country book sellers, and chapmen" that Saywell can furnish any book English or foreign as desired.

As a curiosity in printing it may be noted that the first leaf of the added "Lives of Heretics" is a blank, but with the signature Aaa printed on the recto side. Aaa2 is the title, and Aaa3 the Dedication leaf. Such blank preliminary leaves were probably due to the fact that when a book was printed it was not planned definitely whether it would have a frontispiece, a portrait, a general title, or the like. Hence the printer kept on the safe side by allowing an extra leaf. Very often these leaves are lost and our only evidence is in the signature mark on the leaf following the title, as the title does not have such notation. Modern bibliographers occasionally deny the validity of such an implication but it seems to be better regarded as a fixed rule that if the leaf following the title has a signature ending with 3 it means that there was an original leaf at the beginning before the title-leaf. The "Heretics" has its own title page with Saywell's grey-

ΠΑΝΣΕΒΕΙΑ: OR, A View of all Religions IN THE WORLD:

With the severall Church-Governments, from
the Creation, to these times.

Also, a Discovery of all known Heresies
in all Ages and Places: And choice Observa-
tions and Reflections throughout the whole.

The Third Edition, Enlarged and perfected, by
ALEXANDER ROSS.

To which are annexed, The Lives, Actions, and
Ends of certain Notorious Hereticks. With their
Effigies in Copper-Plates.

1 Thes. 5. 21. Omnia autem probate: quod bonum est, tenete.



Printed for John Saywell, and are to be sold at the sign of the Grey-
hound in Little-Britain, and at the Pile of Bibles in the Stocks
Fish-market, looking into Lombard-street, over against

hound, showing that this was also sold separately—i.e., readers of the earlier editions of the "View" could buy the "Heretics" to supplement that work.

Note and Comment

Frederick M. Hopkins

IT is nearly nine years since this department was started, and eventful years they have been for the rare book trade. The flood of rare books from debt-ridden Europe had just begun to flow toward America. Collectors were happy in the belief that they would be able to gather valuable libraries for a fraction of their real value. The total value of the rare books and manuscripts that have been

brought across the Atlantic since Armistice Day would be astounding if known. A single dealer has imported more than \$10,000,000 worth of rarities, in these years, and the purchases of many others have run into huge figures. Incunabula, monuments of early printing, Elizabethan rarities, gems of the seventeenth and eighteenth centuries, first editions of authors of the Victorian period, and even

authors of our own time many of whom are now living, were thrown upon the market, and, strange to relate, as the flood increased, prices advanced. If we go a little further back and include the first quarter of this century, the outstanding events of this period are simply marvelous, when compared with previous records. Two collections, the greatest ever assembled by individuals, both by the busiest of men, the J. Pierpont Morgan Library, of this city, and the Henry E. Huntington Library, of San Gabriel, California, together are worth upwards of \$25,000,000. A single volume of Shakespeare has brought \$100,000; a Gutenberg Bible \$106,000; the first editions and manuscripts of a living author more than \$110,000; and a signature of a Signer, Button Gwinnett, \$51,000. Every kind of genuinely rare and desirable literary property has made the most extraordinary advance in value. With the increase in values and the number of collectors, the opportunities and problems of the rare book trade have multiplied. It is the purpose of this department to be as useful and helpful in every practical way as it can be. With more space, better material, more singleness of purpose, this should not be difficult. We promise to do our best and we ask the cooperation of all interested in collecting and selling rare books, and the development and prosperity of the rare book trade.

ARTHUR SWANN'S recent resignation as director of the book and print department and vice-president of the American Art Association caused something of a sensation in trade circles, because it was generally known that the season of 1926-1927 had recorded the largest volume of business in the existence of the book and print department of the Association. The reason for Mr. Swann's action is unknown and the public will remain in the dark until the return from abroad of Cortlandt F. Bishop, president of the Association. Mr. Swann leaves behind him a most distinguished record in connection with auction sales of books in America, first becoming associated with John Anderson, Jr., in 1902, when the Anderson Auction Company was first organized, continuing with that company after Mr. Anderson left it until 1913, when he was appointed director

of the newly organized book and print department of the American Art Association by Thomas E. Kirby. After the reorganization of the American Art Association, several years ago, Mr. Swann became vice-president, and largely increased the business of his department. His habits, training, knowledge, insight, bookish tastes, and tireless energy made him an outstanding figure in the auction world. As cataloger or director, he has been connected with many of the greatest and most successful sales in America, among them those of Major W. Van R. Whittall, Walter C. Noyes, Richard Curle, George Barr McCutcheon, Francis R. Arnold, Stephen S. Wakeman, William F. Gable, Edward K. Butler, Walter T. Wallace, Samuel Henry Austin, Robert Hoe, J. Harsen Purdy, General Brayton Ives, Frank Maier, J. Chester Chamberlain, Edwin N. Lapham, G. M. Williamson and Elliott Coues. He has directed the appraisal of some of the most valuable collections in this country, two notable instances being those of J. Pierpont Morgan, of this city, and William Augustus White, of Brooklyn. Mr. Swann has not as yet made any definite plans for the future, but in the present state of the rare book trade, he will soon be busy again and will doubtless play an active part for many years to come.

NOT since the Anderson Auction Company absorbed the famous house of Bangs & Co. has there been such general interest in what is going on in the auction world as there is today. Little attention should be given to rumors. Our auction houses are in safe hands and their high character will be maintained. There is too much at stake for it to be otherwise. These houses bear about the same relation to the rare book world that the stock exchanges do to the world of finance. Rare books, like stocks and bonds, are worth what they will bring in open and fair competition. In no other way could present values have been reached, or can they be maintained. The collector and dealer watch auction prices with the same interest that the investor and broker read market quotations. The auction houses in this country specializing in the sale of literary property have been keenly susceptible to public sentiment, which demands

real auctions, conducted fair, square and above board. An auction house that runs counter to this sentiment cannot exist. The ownership or personnel of our auction house may change—naturally they must change in the course of time—but we are not likely to see American ideas of fair play and efficiency decline or be abandoned.

THE first sale of the season at the Anderson Galleries was held on October 4, when the libraries of Henry G. Diefenbach of this city, Mrs. James F. Kavanagh of Brooklyn, and Mrs. L. M. Christensen of Jamaica Plains, Mass., with additions, were sold in a single session, 296 lots bringing \$3,298. The sale was composed mainly of good books of moderate value, with practically nothing to bring out lively competition. As to be expected, buyers in attendance picked up some good stock at very reasonable prices. A long run of Nonesuch Press books brought in most cases less than the original prices. In a more important sale they would probably have brought considerably more.

JAMES E. BROOKS, for several years contributor of "Rare Book Notes" to the *New York Times Book Review*, has resigned as New York manager of The Rosenbach Company. He is busy now completing a catalog of the Arents library devoted to the subject of tobacco. When finished it will appear in two or three volumes about the size of the Church catalog, and will be illustrated with five or six hundred facsimiles. Mr. Brooks has many friends in the rare book trade and among collectors and when his work now in hand is completed we are likely to see him back in the rare book business, let us hope on his own account.

DR. ROSENBACH has contributed an article, "Why Americans Buy Books in England," to the October *Atlantic Monthly*. It is filled with interesting comment and anecdote. He calls attention to the fact that Englishmen have always taken a greater pride in their national library than Americans in theirs. Ever since its foundation, the British Museum has received important bequests from collectors, such as the superb gifts of George III and the Honorable Thomas Grenville. Re-

cently, when it was found that in the Museum there was no First Folio containing the portrait of Shakespeare in its first state, several patriotic and discerning Englishmen secured it for the nation. After arguing the point further, Dr. Rosenbach put the question: "Why not form a society of friends of the Library of Congress, in order to purchase for it, while we have the opportunity, the many volumes of Americana and the precious documents that bear directly upon our country's history?" And why not? The suggestion is a good one. Under the right leadership such a society could be easily formed and its aid and influence in creating interest in and adding to the treasures of our national library might be incalculable.

Auction Calendar

Wednesday afternoon, October 19th, at 2 o'clock.

The library of Mrs. Mary K. Holly of New York City, with additions from other collections. (Items 288.) The Anderson Galleries, 489 Park Ave., New York City.

Thursday afternoon and evening, October 20th, at 2 and 8 o'clock.

The library of the late H. D. Mulford of Claverack (Hudson), N. Y., including private press and finely printed books, limited editions, rare imprints. The Walpole Galleries, 12 West 48th St., New York City.

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BOOKS WANTED

ABERCROMBIE & FITCH, BK. DEPT., NEW YORK
Fighting the Polar Ice. Anthony Fiala.
New Rivers of the North. H. Footner.

ABRAHAM & STRAUS, BK. DEPT., BROOKLYN, N. Y.
Glossary of Important Symbols in Their Hebrew,
Pagan and Christian Forms. A. Hall.

ADAIR BK. CO., 1760 CHAMPA ST., DENVER, COL.
Owen Wister. Philosophy Four.

J. N. ADAM & CO., BK. DEPT., BUFFALO, N. Y.
Painted Veils. James Huneker. Subscription ed.
Pub. Boni & Liveright.

THE ALCOVE, 542 RAMONA ST., PALO ALTO, CAL.
Midsummer Night's Dream. Ill. Rackham.
Sonnets and Songs. Helen Hay Whitney.
Haking a Slant at Uncle Sam.
Rubaiyat of Omar Khayyam. Ill. Willy Pogany.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL.
Zangwill. Without Prejudice.

AMER. BAPT. PUB'N. SOC., 1107 MCGEE ST.,
KANSAS CITY, MO.

Robertson. Grammar of the Greek New Testa-
ment. Latest ed.
Ecclesiastical History, Ancient and Modern.
Mosheim.
Gesenius Hebrew Lexicon of the Old Testament.
Analytical Greek Lexicon.

W. H. ANDRE, 604 KITTRIDGE BLDG., DENVER, COL.
Thomas Paine. 10-vol., Vincent Park ed.
Kipling. Complete Poems. Autograph ed.
Doubleday, Page & Co.; Seven Seas ed. 27
vols.

ARGUS BK. SHOP, 434 S. WABASH AVE., CHICAGO
Dorsey. Why We Behave Like Human Beings.
1st ed.
Harris, Frank. Love in Youth.
Chester. Wallingford and Blackie Daw.
Fort, Paul. Book of the Damned.
Brady. Personal Health.

ASHTON & MAJOR, 998 QUARRIER ST.,
CHARLESTON, W. VA.
Francis, R. Stockton. Works.
R. H. Davis. Silhouettes of American Life
D. B. Lucas. The Land Where We Were
Dreaming and Other Poems.

ASHTON & MAJOR—Continued

Margaret P. Montague. Or Water and the
Spirit; The Great Expectancy; The Gift.
Siviter. Nehe.

ATLANTIC MO. BK. SHOP, 8 ARLINGTON ST.,
BOSTON, MASS.

Indians of the Terraced Houses. Saunders.
The Sermon to the Birds. Guiney, Copeland &
Day. 1898.

A Prelude. Sherman. 1897.
The Deserted City. Sherman. 1899.
We. Lindbergh. 1st ed.
Dusty Answer. Rosamond Lehmann. 1st ed.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.
Blomfield. The Religion of the Vedas.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK
Some People We Meet; Young Ladies of Today;
Young Gentleman of Today. All by Charles
F. Rideal.

A Century of Success. Freeman Morris.
History of Lancashire. Lawrence Butterworth.
Dickens, Charles. Any and all items of any kind.
Battle Abbey items of any kind.
Particulars by mail only.

J. BAER & CO., FRANKFURT A. M., HOCHSTRASSE 6
Social Forces. Baltimore. Vols. I, II. 1922-23.
Scott. Theory of Advertising. Boston. 1903.
Gas Age Record. Vol. 52. 1924. Nos. 22 to
26 incl.

BANNER BK. SHOP, 114 4TH AVE., NEW YORK
Atkinson. Lincoln's Boyhood.
Birmingham. Priscilla's Spies. 2 copies.
Budish & Soule. New Unionism.
Cole. Chaos and Order in Industry.
Hollander. David Ricardo.
Toy. Introduction to History of Religion. Ginn.
1913.

Hough. Story of the Cowboy.
Katrine. Letters of a Javanese Princess. 2 copies.
Knowlton. Birds of the World.
Newton. Dictionary of Birds.
Parkham. Half a Century of Conflict.
Tooker. Call of the Wild.
With the Help of God and a Few Marines.
Wolfe. Works-Committees and Joint Industrial
Council.

BAPTIST BK. STORE, 301 GIDDENS-LANE BLDG.,
SHREVEPORT, LOUISIANA
History of Protestantism. Wylie.

Books Wanted—Continued

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON
 Alphabetical Index to Occupation. Reprint Oct.
 1, 1920. Dept. of Commerce.
 Index to Occupation, Alphabetical and Classi-
 fied. Dept. of Commerce. 1915.
 Buckle. History Civilization. 8vo. 1850. Vol. 2.
 Frankau, Gilbert. Tid 'Apa.
 Amundsen. Northwest Passage; South Pole.

BATTERTON'S, 903 6TH ST., SAN DIEGO, CAL.
 Father Duffy's Story. Pub. Doran.
 Law of Laws. S. P. Waite.

BEAUMONT'S, 16 N. 12TH BLVD., ST. LOUIS, MO.
 Stamp Collections. Quote price.

W. A. BENJAMIN, 416 LISSNER BLDG.,
 LOS ANGELES, CAL.
 Bachelor Kings of England. Agnes Strickland.
 By Le Petit Homme Rouge. Pub. 1912?
 Tuileries.
 Mistresses of Louis XIV. Empre.
 Life of John Marshall. Beveridge. Autograph ed.

C. P. BENSINGER CABLE CODE BOOK CO.,
 15 WHITEHALL ST., NEW YORK
 Western Union, Lieber 5-Letter Codes.
 Schofield, General Telegraph, A. B. C. 5th.
 Any American-Foreign Language Code.
 Peterson Banking; Samper's Code.

BENZIGER BROS., 36 BARCLAY ST., NEW YORK
 Paulist Sermons. Set. 5 or 6 vols.

BARNET J. BEYER, 5 E. 52ND ST., NEW YORK
 Barrie, J. M. Any 1st eds.
 Crane, Stephen. Any 1st eds.
 Cabell. Any 1st eds.
 Cooper. Last of the Mohicans; The Spy; also
 other 1st eds.
 Clemens. Any 1st eds.
 Melville. Moby Dick; other 1st eds.
 Poe. Any 1st eds.
 Thoreau. Walden; Week on the Concord and
 Merrimack Rivers; other 1st eds.
 Whitman. Leaves of Grass. 1855.
 Dreiser. Any 1st eds.
 Robinson, Edwin Arlington. Any 1st eds.
 O'Neill, Eugene. Any 1st eds.
 Sandburg, Carl. Abraham Lincoln. 1st ed.
 Douglas, Norman. Any 1st eds.
 Galsworthy, John. The John Sinjohn Novels.
 Lawrance, T. E. Revolt in the Desert. 1st ed.
 Tomlinson, H. M. Any 1st eds.
 Austen, Jane. Any 1st eds.
 Fielding. Any 1st eds.
 Goldsmith. Any 1st eds.
 Johnson. Any 1st eds.
 Smollett. Any 1st eds.
 Sterne. Any 1st eds.
 Stowe. Uncle Tom's Cabin. 1st ed.
 Please quote autograph letters and manuscripts
 of American and English authors; also in-
 teresting historical autographs.

BEYER'S BK. AND ART SHOP, 6 E. 29TH ST., N. Y.
 Foord. Decorative Plant and Flower Studies.

S. O. BEZANSON, 1 COURT ST., BOSTON, MASS.
 Lowndes. Bibliographers' Manual. Vol. X.
 Yellow cloth.
 Amundsen. North West Passage; Antarctic
 Expedition.

S. O. BEZANSON—Continued

MacKellar. The American Printer.
 G. W. Smith. Comfort for Mourners.

BIG BK. SHOP, 933 G ST., N. W., WASH., D. C.
 Coffin. Daughters of Rev. and Their Times.
 Lothrop. Old Concord, Her Highways and By-
 ways; Little Maid of Concord Town.
 Who's Who in America. Vols. 1, 3.
 Job. Propagation of Wild Birds.
 Hunter. Stiegel Glass.
 Virginia Historical Magazine, 1919, 1920.
 Solution of Life.
 London. History County Monaghan.
 Book of Wrinkles from Amer. Miller.
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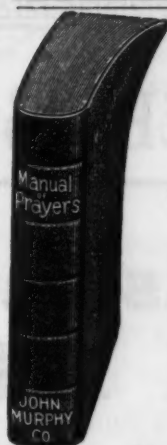
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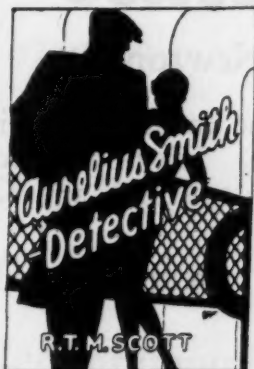
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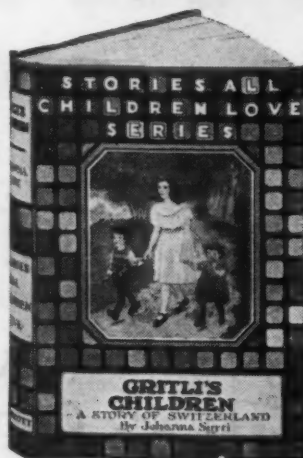
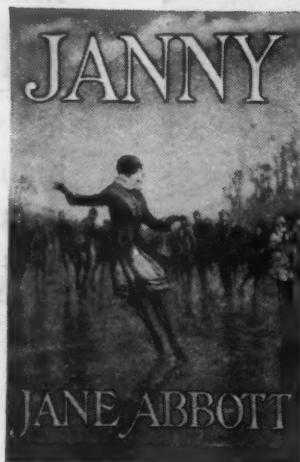
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